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BROADCASTING

Vol. 17 • No. 7

OCTOBER 1, 1939
WASHINGTON, D. C.

Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION, Miami University

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By Special Appointment

SALESMAKER TO—PROCTER & GAMBLE, AMERICAN TOBACCO CO., BRISTOL-MYERS, GENERAL MILLS, METROPOLITAN LIFE INSURANCE CO., PHILIP MORRIS CO., LTD., AND EIGHTY-ONE OTHER SPONSORS, MORE THAN 72% OF WHOM ARE AMONG AMERICA'S ADVERTISING ROYALTY.

★

WOR, AT 1440 BROADWAY, IN NEW YORK CITY

★
★ ★

★
★ ★

WLS Personalities Build WLS Popularity

Left: Maple City Four

Right: Hoosier Sodbusters with Rusty Gill

Left: DeZurik Sisters

Center: The Westerners

Right: Arkie

Left: Prairie Ramblers

Right: Mac and Bob

These WLS acts are a part of the 150 artists who comprise one of the largest regular live talent radio staffs in the country. They have broken mail records for sponsors, box office records for theaters, and sales records for WLS advertisers.

Their PROVED popularity is your proof of results on WLS.

For WLS availabilities, write, wire or call—

JOHN BLAIR & COMPANY

New York *Chicago* *Detroit* *Los Angeles* *San Francisco*

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

XUM

NEW ENGLAND IS AN

18-HOLE COURSE

THIS is a rich and populous territory, as self-contained as a golf course — and a most profitable course for those who know how to play it.

Here are 18 prosperous trading areas served by a network of 18 stations.

Each local station has its own loyal, "Home-Town" following, is indispensable to its listeners because of its network features. That is why The Yankee Network gives complete coverage, makes New England easy to win.

The Yankee Network's 18 stations will put you into close contact with all New England cities of 100,000 or over and with all the contributory areas that lie between.

You need all of these territories. Use the complete Yankee Network for efficiency, for economy and for results.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport New Haven	WLLH	Lowell Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston Auburn
WFEA	Manchester	WSYB	Rutland

EDWARD PETRY & CO., INC., *National Sales Representative*

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

This new CBS power...

WCKY 50,000 w.

CINCINNATI, O.

WRVA 50,000 w.

RICHMOND, VA.

WWL 50,000 w.

NEW ORLEANS, LA.

KRLD 50,000 w.

DALLAS, TEX.

KWKH 50,000w.

SHREVEPORT, LA.

WJSV 50,000w.

WASHINGTON, D.C.

in addition to . . .

WABC 50,000w.

NEW YORK, N.Y.

WBBM 50,000w.

CHICAGO, ILL.

8 MORE COMING →

WCAU 50,000 w.

PHILADELPHIA, PENN.

WJR 50,000 w.

DETROIT, MICH.

KNX 50,000 w.

LOS ANGELES, CALIF.

WCCO 50,000 w.

MINNEAPOLIS, MINN.

KMOX 50,000 w.

ST. LOUIS, MO.

WBT 50,000 w.

CHARLOTTE, N. C.

WHAS 50,000 w.

LOUISVILLE, KY.

KSL 50,000 w.

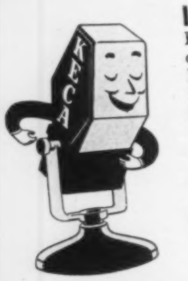
SALT LAKE CITY, UTAH

50,000 watts where it counts the most!

CBS

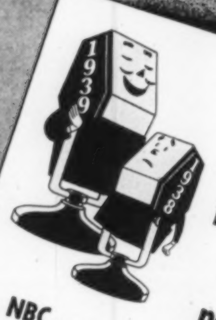
Did you hear what's happened to the N B C Blue Network ...and to KGO*?

Blue Network Strengthened in Southern California by new KECA Kilocycle Spot!



In taking over the 780 Kilocycle wave length recently occupied by KEHE, KECA presented the Blue Network with one of the choicest spots on Southern California radio dials and gave NBC another reason for suggesting "Better Buy Blue" to advertisers.

NBC



NBC Blue Revenue increases 41% over same period 1938

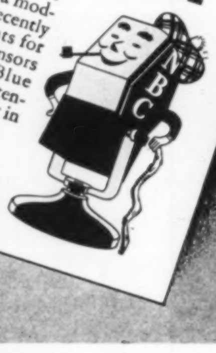
NBC attributes the Blue Network's phenomenal 41% revenue increase this year to (1) the Blue's high percentage of regular listeners, (2) its having the lowest cost per listening family and (3) the excellent choice of broadcasting times the Blue offers.

NBC

NBC Blue Offers Lowest Cost in Network History

Making it easier than ever to "go national" on a modest budget, NBC's recently announced discounts for Transcontinental sponsors have dropped the Blue Network's cost per listening family to the lowest in network history.

NBC

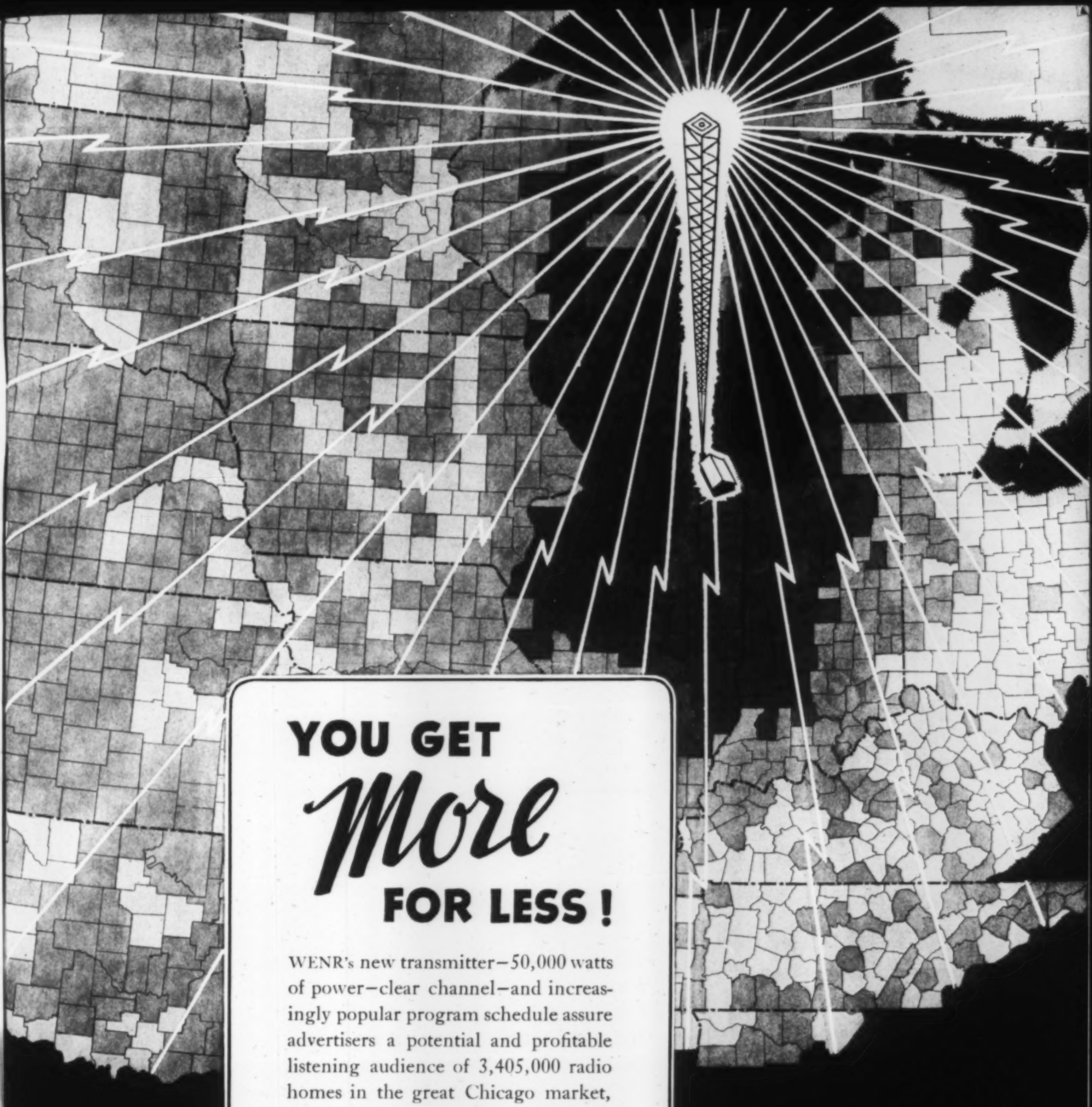


*Such goings-on throughout the radio world can mean only one thing to advertisers—the NBC Blue Network has taken a renewed lease on life. All of which makes KGO, San Francisco's second most powerful station, a better buy than ever. For not only does KGO command the rich San Francisco Exposition Market, but now it offers sponsors the additional audiences created by a score of high-ranking Blue national shows.

KGO

COMMANDS THE EXPOSITION MARKET

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
111 Sutter Street • San Francisco, California



YOU GET *More* FOR LESS!

WENR's new transmitter—50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION
NBC—BLUE NETWORK
870 ON YOUR DIAL.

WITHIN THE "GOLDEN HORSESHOE"

WHERE *Three Million Electrical Servants* WILL FIND JOBS IN 1940

Help Wanted—Reliable electrical appliances by homemakers of the Golden Horseshoe!

Last year, within this super market blanketed by WJR in Detroit and WGAR in Cleveland, folks purchased more than two and one-half million electrical hired hands, totaling more than forty-eight million dollars in retail value. Believe it or not, here's an electrical appliance market greater than New York City . . . and still increasing by leaps and bounds!

Ever-increasing is our present automobile ownership, now greater than any single state; our grocery bill of three-quarters of a billion annually; our population of eight million spenders. And ever-increasing too is the number of advertisers who are meeting new radio success on two successful radio stations . . . WJR and WGAR, of course!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 7 WASHINGTON, D. C., OCTOBER 1, 1939 $3.00 A YEAR—15c A COPY

Advertising Not Yet Affected by the War

Most Schedules to Be Carried Out As Planned

By BRUCE ROBERTSON

UNDOUBTEDLY the war now raging in Europe will produce a change in American business and in American advertising which will in turn affect the income of broadcasters from the nation's advertisers. But what that effect will be no one at this time is able to say or willing to prophesy. About all that can be said definitely at the moment is that to date the war has had practically no effect on radio advertising in this country.

What History Shows

A survey of major advertising agencies shows that, with the exception of a few cancellations of campaigns for imported products, all schedules are being continued as planned in the spring and summer before the war began. Networks, entering the fall and winter season with more commercial contracts than ever before, have had no cancellations traceable to the war. Station representatives report a similar rise in spot business, but aside from an increased interest in news periods on the part of advertisers, the representatives do not believe that the war has had anything to do with this business. As one agency executive put it, "American advertising doesn't know there's a war going on."

Approaching the question from another angle, BROADCASTING endeavored to find out what happened to advertising during the war years, 1914-1918, which might be used as a basis for forecasting the probable effects of the next few years. But here again there is little evidence on which to formulate more than a few broad generalizations. In the first place, there was no broadcasting in those years. Secondly, there could be found no figures giving an overall picture of advertising's progress at that time, as most of the statistical organizations which now measure advertising from every angle were not then in existence.

Periodical Linage During First World War

World War Began July 28, 1914; U. S. Entered War April 6, 1917; World War Ended November 11, 1918.

	NEWSPAPERS			MAGAZINES		
	Agate Lines	*% Increase Over 1914*	*% Increase Over Previous Year*	*Agate Lines*	*% Increase Over 1914*	*% Increase Over Previous Year*
1914	662,586,542	----	----	18,290,014	----	----
1915	668,738,839	.9	.9	16,879,630	7.7*	7.7*
1916	750,629,333	13.3	12.2	20,025,069	9.5	18.6
1917	769,734,736	16.2	2.5	21,259,123	16.2	6.2
1918	743,206,365	12.2	3.4*	18,566,206	1.5	12.7*
1919	1,028,047,134	55.2	38.3	25,701,720	40.5	38.4
1920	1,175,021,331	77.3	14.3	33,636,720	83.9	30.9

Newspapers:
* Decrease.
Total *Linage* in 23 Large Cities in U. S.
Source: Editor & Publisher Year Book.

Magazines:
* Decrease.
Source: *Printers' Ink* Summary of Magazine Linage—The figures represent between 75% and 85% of the total magazine linage for each year.

From such figures as are available, however, it is evident that advertising did increase somewhat during the last war and that it increased much more rapidly immediately after the war ended. Linage figures published by *Editor & Publisher* show that in 23 major cities in the United States the total newspaper advertising rose from 662,586,542 agate lines in 1914 to 1,175,021,331 agate lines in 1920, an increase of 77%. Magazine linage in the same period, according to *Printer's Ink* summary covering between 75% and 85% of the total magazine linage for each year, rose from 18,290,014 agate lines in 1914 to 33,636,720 in 1920, a gain of 84%.

Breakdowns of magazine advertising during the war years by classes of business and by individual advertisers were published by Crowell Publishing Co. (now Crowell-Collier Publishing Co.) in 1929, which included advertisers spending $10,000 or more annually with any of 30 general, non-farm magazines. But while these figures show almost uniformly consistent gains in the advertising expenditures of all large companies, they tell us little of the actual effect of the war itself. The only general conclusion that seems warranted is that sales of food and munitions abroad produced higher wages and increased purchasing power at home which resulted in increased sales and increased advertising to get those sales.

Some Effects Already

Whether the same conditions will hold good in the months and years to come depends on a number of factors which are at the moment unknown. The first World War caught everyone unprepared for such an extended struggle. American fields fed the Allied troops; American factories furnished them with the materials of war. The present war came only after long preparations; food and munitions sufficient to last for years have already been stowed up in European depots. Congress is now in session to determine principally what America will be allowed to sell to warring nations and on what terms it may be sold.

On some industries the war has already had an effect. Steel mills, railroads, coal mines, shipyards and aircraft factories have been steadily increasing their payrolls since the outbreak of the war a month ago. Prices of woolen goods, diamonds, Scotch whiskey, German cameras, have risen. RKO has announced salary cuts for employes in the higher brackets because of the loss of foreign markets for its films.

Boosts Wages and Demand

A survey of department stores conducted by the National Retail Dry Goods Assn. showns general agreement that the depression that coincided with the start of hostilities in 1914 will not be repeated this year; that as the war goes on heavy demands for American products will accelerate business here; that this demand will serve to

National Markets and National Advertising

1931-1921 Totals

FOLLOWING are the total expenditures of 75 ranking advertisers spending $10,000 or more in any of 30 national, non-farm magazines, as compiled in 1929 by the advertising department of the Crowell Publishing Co.:

1913	$10,414,249
1914	10,914,805
1915	11,595,376
1916	15,261,524
1917	18,584,546
1918	20,380,652
1919	27,011,451
1920	33,933,643
1921	28,465,869

FCC Quietly Inters International Rule As a Result of Disturbed World Scene

QUIET interment of the international broadcast rule promulgated last May,, which evoked an outcry of unprecedented proportions over censorship, was effected Sept. 27 by the FCC upon motion of its new chairman, James Lawrence Fly.

Language of the Rule (No. 42.03 (a)), providing that international programs shall promote international goodwill and understanding as well as depict American "culture" was suspended last July coincident with a hearing at which the industry sought to have the rule revamped. In its action Sept. 27, based largely on the European war situation, the FCC resolved that the rule should be further suspended "pending the conclusions" of studies and conferences by a committee of the FCC created Sept. 6 and comprising Chairman Fly and Commissioners Brown and Craven. Text of the resolution:

WHEREAS, on May 23, 1939, the Commission adopted Rule No. 42.03 (a) having to do with the conduct of international broadcast stations, which rule was thereafter suspended pending further investigation, and

WHEREAS, the outbreak of the European war has injected into the problem of international broadcast regulations various additional significant factors, and

WHEREAS, on September 6, 1939, this Commission appointed a committee composed of Chairman Fly, Commissioner Brown and Commissioner Craven to study the various phases of the communications problem in relation to current war conditions, to maintain contact with the various Government agencies and the industry and to report to the Commission its recommendations, which committee has made studies and held various conferences on the problems in relation to international broadcasting,

THEREFORE, BE IT RESOLVED, That said rule is hereby further suspended pending the conclusion of said studies and conferences and subject to the report of said committee recommending to the Commission such further action as it may deem appropriate.

boost prices but much less steeply than in the last war; that wage levels will tend to increase with price levels; and that a shutdown in imports from Europe will not produce problems such as resulted from the loss of German dyes in 1914-1918.

In advertising, prices of posters and direct mail are expected to rise first, because of the increased prices already effected in kraft paper and certain types of board. Newsprint prices, which advanced tremendously in the last war, have not yet risen, however. Radio, fortunately, is not concerned with raw material, and the only thing that might cause broadcasting costs to increase would be a general advance in the costs of living that would necessitate a similar increase in salaries of station employes.

To date, however, the effect of the war has been beneficial to radio advertisers. Interest in war news has kept listeners at their sets in far larger numbers and for far longer periods than normally, with the result that all advertisers on the air have been given bonus audiences at no extra cost.

Few Sponsor Contracts Stopped Because of War

BECAUSE they could not count on shipments from abroad four radio advertisers have cancelled or curtailed their campaigns. Atlantis Sales Corp., Rochester, has cancelled its announcement campaign for Coleman's Mustard, placed through J. Walter Thompson Co., New York, because the product is packaged in England.

Carleton & Hovey Co., Lowell, Mass., has cancelled its announcements for Father John's medicine, handled by John W. Queen, Boston, because one of the ingredients comes from abroad. Longines-Wittenauer Co., New York, has cut about 25 stations from its list, but time signals for Longines watches are still being broadcast by some 60 stations.

Difficulty in obtaining these watches from Switzerland is the reason given by the agency, Arthur Rosenberg Co., New York, for the curtailment, which will be extended if more watches are not received. Gruen Watch Co., Cincinnati, whose watches are assembled here from parts received from Switzerland, had likewise cancelled its time signals on a few stations, but receipt of a shipment of parts large enough to carry the company through until Christmas has caused McCann-Erickson, New York, Gruen agency, to expand its radio campaign again.

American Beverage Corp., New York, has cancelled its weekly program on WOR, Newark, starring Benay Venuta, effective with the Sept. 25 broadcast. The reason given by the company for the cancellation is that the increased price of sugar due to the European war has affected the manufacturing price of the company's product Cel-Ray, a beverage using a large amount of sugar. Miss Venuta, on Oct. 1 starts a sustaining variety program on WOR, Sundays, 9-9:30 p.m.

LEADING MAGAZINE ADVERTISERS OF WAR YEARS

ADVERTISER	1913	1914	1915	1916	1917	1918	1919	1920
Amer. Telephone & Telegraph Co.	$90,615	$102,762	$104,535	$96,075	$87,842	$92,246	$76,083	$79,440
Amer. Tobacco Co.	219,544	448,767	486,767	256,365	238,421	164,611	346,672	41,348
Armstrong Cork Co.	....	....	....	....	30,565	123,230	197,297	302,125
Bon Ami Co.	83,487	113,972	111,275	127,998	208,660	223,054	234,264	307,995
Borden Co.	42,623	109,036	98,532	103,498	103,725	384,542	325,403	443,552
Cal. Fruit Growers Exch.	....	32,640	120,611	185,088	195,623	201,604	337,826	297,649
Cal. Packing Co.	....	....	....	....	74,800	195,599	256,122	271,090
Campbell Soup Co.	187,257	226,459	288,204	466,640	454,286	747,088	863,750	993,785
Chrysler Corp.	150,418	159,232	186,353	417,747	177,495	36,360	122,474	446,505
Coca-Cola Co.	116,248	130,169	105,131	116,302	158,621	38,546	179,207	182,961
Colgate-Palmolive-Peet	453,303	405,201	390,537	427,095	591,917	673,204	916,820	1,264,241
Congoleum-Nairn Co.	34,274	31,712	68,800	144,632	216,400	277,099	279,905	455,365
Cream of Wheat Corp.	179,819	201,140	213,742	262,394	292,359	450,022	309,725	289,550
Cudahy Packing Co.	199,765	260,745	287,162	285,827	404,109	423,592	512,836	395,315
Dodge Bros.	....	31,891	138,736	174,920	93,313	72,356	90,376	185,807
DuPont de Nemours Co.	3,303	17,237	56,020	34,978	69,898	227,654	163,831	108,545
Eastman Kodak Co.	260,361	258,984	295,563	362,531	405,991	403,673	416,743	479,306
Fels & Co.	....	....	24,072	49,850	50,354	4,827	....	162,465
Firestone Tire & Rubber Co.	112,046	95,259	81,900	139,620	295,662	203,083	440,424	292,105
Forhan Co.	....	....	2,186	9,795	20,565	45,920	89,250	129,312
General Electric Co.	138,873	195,501	140,737	118,030	193,282	311,844	390,819	448,619
General Motors Corp.	202,017	395,810	483,992	628,984	509,835	466,794	846,194	1,447,978
B. F. Goodrich Co.	147,546	92,220	63,849	148,316	224,737	62,542	78,675	113,195
Goodyear Tire & Rubber Co.	192,053	268,000	331,192	754,809	1,134,412	804,257	1,187,702	1,574,160
H. J. Heinz Co.	65,328	47,008	68,371	130,369	64,944	286,444	467,705	441,630
Hoover Co.	337	....	2,488	5,967	19,538	43,710	64,326	268,835
Hudson Motor Car Co.	121,210	217,484	175,696	226,020	215,396	33,894	415,353	559,285
Hupp Motor Car Co.	97,804	104,098	81,989	110,102	136,272	183,171	191,651	235,430
International Silver Co.	126,892	131,832	133,553	130,170	249,141	150,040	240,193	317,335
Andrew Jergens Co.	100,845	111,090	144,270	167,119	255,783	335,079	533,887	591,360
Johns-Manville Corp.	24,125	108,099	104,262	123,988	210,509	220,165	341,517	383,475
S. C. Johnson & Sons	32,974	16,040	29,203	75,673	125,300	172,545	202,271	433,460
Kroehler Mfg. Co.	....	14,072	14,578	....	45,250	26,717	100,507	152,105
Lambert Pharmacal Co.	....	33,614	56,306	87,921	90,483	93,736	100,571	187,960
Lehn & Fink, Inc.	125,616	166,811	181,580	224,390	390,069	394,515	426,800	484,376
Lever Bros. Co.	69,435	75,067	43,056	44,948	148,932	282,882	456,281	518,290
Liggett & Myers Tobacco Co.	91,845	117,680	333,453	324,891	358,199	181,809	465,361	447,205
Mennen Co.	68,645	94,966	84,415	117,912	104,172	158,447	153,435	186,182
Nordyke & Marmon Co.	22,706	7,173	....	8,968	14,803	65,057	49,344	213,815
Northam-Warren Corp.	9,205	....	5,240	5,338	39,071	162,367	228,260	323,450
Oneida Community Ltd.	130,072	81,224	88,231	126,368	147,450	72,653	92,502	243,805
Packard Motor Car Co.	37,874	35,751	49,847	86,946	62,740	66,279	118,534	183,740
Pepsodent Co.	....	....	....	....	103,484	169,606	407,501	626,358
Pond's Extract Co.	35,605	26,560	20,200	34,920	37,961	60,639	94,848	122,030
Postum Cereal Co.	478,049	427,244	344,263	423,452	558,448	464,198	998,394	863,989
Procter & Gamble Co.	705,009	620,426	606,592	752,000	590,085	735,730	1,348,590	1,321,280
Quaker Oats Co.	367,492	578,894	738,289	600,184	631,078	940,434	1,043,390	1,614,363
Reo Motor Car Co.	122,940	107,999	52,822	160,254	142,209	113,792	172,421	164,505
R. J. Reynolds Tobacco Co.	204,210	212,190	279,577	187,516	168,019	166,536	368,803	335,105
W. A. Sheaffer Pen Co.	....	5,440	4,648	6,073	5,281	8,913	27,756	38,320
Simmons Co.	....	....	....	98,240	65,600	....	173,895	112,965
So. Cotton Oil Co.	5,376	6,720	6,160	2,705	126,485	310,600	318,036	453,810
Sun-Maid Raisin Growers	....	31,270	93,140	61,120	97,584	166,117	207,021	298,930
Swift & Co.	35,593	62,950	53,093	58,956	90,704	432,314	530,824	595,105
Union Carbide & Carbon	83,352	14,330	89,745	225,447	312,551	184,478	237,293	278,914
Vacuum Oil Co.	65,657	68,329	65,290	76,335	88,887	98,585	283,748	374,875
Valentine & Co.	46,976	38,674	46,595	74,852	93,996	108,907	123,237	184,270
Victor Talking Machine Co.	358,261	386,915	379,178	596,299	826,639	772,496	810,929	1,004,555
Stephen F. Whitman & Sons	14,858	21,905	26,554	20,986	30,165	31,086	111,782	120,387
Willys-Overland, Inc.	296,130	291,978	728,271	1,004,846	847,120	465,660	510,189	676,125
Wm. Wrigley, Jr. Co.	139,657	154,446	10,959	22,960	....	35,000	95,374	101,800

SOURCE:—Crowell Publishing Co. *National Markets and National Advertising.*

EXPENDITURES OF ADVERTISERS BY PRODUCTS, 1913-1920

CLASSES	1913	1914	1915	1916	1917	1918	1919	1920
Totals for all classes	$25,232,173	$26,368,384	$26,509,383	$35,091,861	$44,620,813	$48,625,821	$78,055,825	$108,178,014
Automotive Industry	3,932,561	4,115,134	5,006,845	8,513,700	10,453,968	9,108,574	15,067,186	21,093,900
Building Materials	830,389	856,510	945,023	1,219,215	1,698,508	1,847,109	3,304,931	5,158,760
Cigars, Cigarettes & Tobacco	1,123,398	1,147,469	1,670,645	1,350,986	1,143,484	1,102,169	1,844,074	1,527,935
Clothing & Dry Goods	2,960,316	2,805,512	2,409,832	2,664,850	2,922,040	3,847,580	6,337,767	8,984,041
Confectionery & Soft Drinks	669,803	781,966	475,266	543,116	676,563	602,696	1,774,509	2,199,875
Department, Mail Order & Chain Stores	341,517	310,596	193,253	295,067	283,701	358,033	389,578	632,085
Drugs & Toilet Goods	2,639,771	2,767,708	2,543,076	3,555,611	4,955,078	6,740,200	9,412,202	12,765,927
Foods & Food Beverages	3,572,360	3,957,030	4,022,573	4,273,246	5,572,658	7,614,785	11,901,536	14,691,467
Furniture & Furnishings	1,480,014	1,931,988	1,629,355	2,141,621	2,890,843	3,015,055	5,733,426	9,575,690
Garden	60,163	76,365	71,414	105,161	126,089	175,812	155,029	169,820
General (Non-Manufactured Products)	587,963	672,828	618,790	913,690	1,101,082	1,470,787	2,588,915	3,340,511
Jewelry & Silverware	859,128	868,650	925,140	956,721	1,542,413	1,195,031	1,622,531	2,350,144
Lubricants & Gasoline	251,252	420,328	161,908	265,892	352,474	382,790	642,163	779,826
Machinery & Mechanical Supplies	68,435	178,732	160,306	278,933	676,761	994,111	1,770,281	2,579,769
Musical Instruments	795,731	717,886	835,008	1,706,097	1,932,503	1,680,180	2,154,929	4,404,499
Office & Store Equipment	623,448	428,482	370,147	551,725	762,210	861,298	1,465,970	2,143,135
Paints & Hardware	498,691	618,453	472,672	630,015	1,077,813	1,449,018	2,211,907	3,086,654
Shoes & Shoe Furnishings	481,089	332,084	611,373	605,697	1,232,701	1,220,641	1,658,728	2,485,396
Soaps & Housekeepers' Supplies	861,876	937,116	789,945	993,691	1,373,530	1,716,008	2,889,745	3,486,437
Sporting Goods	551,577	513,850	446,449	396,724	596,975	621,204	681,020	572,692
Stationery & Books	1,159,124	1,032,930	965,279	1,614,184	1,587,250	1,427,559	2,532,825	2,975,908
Travel & Amusement	754,418	746,934	999,188	1,183,366	1,361,083	947,201	1,541,199	2,183,969
Miscellaneous	129,149	149,833	185,896	332,553	301,086	247,980	375,374	989,574

SOURCE:—*National Markets and National Advertising*, Published 1929, by Crowell Publishing Co., New York, covering advertisers spending $10,000 or more annually in any of 30 national, non-farm magazines.

Canadian Food Sponsor Places Large Campaign

SIGNS that the war will not interfere with domestic business of Canadian food manufacturers is evident from the fact that several are starting schedules or planning schedules for the autumn and early winter. At the outbreak of war these radio advertisers were hesitant as to the effect on their business insofar as war supplies were concerned. Evidently the situation has cleared, for a large account has been placed by Western Canada Flour Mills, Toronto, starting Oct. 16 and running thrice weekly to Dec. 13, then renewing in January for most of 1940.

The autumn schedule is for 65 episodes of *Cavalcade of Drama*, a C. P. MacGregor production, on CJCB, Sydney, N. S.; CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B.; CHNC, New Carlisle, Que.; CBO, Ottawa; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKCL, Toronto; CKOC. Hamilton, Ont.; CJCS, Stratford, Ont.; CKNX, Wingham, Ont.; CKSO. Sudbury, Cnt.; CJIC, Sault Ste. Marie, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK. Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKOV. Kelowna, B. C.; CKWX, Vancouver. Account was placed by A. McKim Ltd., Toronto.

Ban on Coughlin Under Code Indicated

Enforcement Committee Meeting First Test; Other Citations

IN THE FIRST test of the rigid self-regulation code of the NAB, which becomes effective Oct. 1, a ruling is strongly indicated which will bar Father Charles E. Coughlin, militant Detroit priest, from purchasing time for his regular Sunday broadcasts.

While the code deals with clearly enunciated principles rather than with personalities, it has become apparent that Father Coughlin falls within the ban on the discussion of controversial issues in sponsored programs. The NAB Code Compliance Committee meets in Washington Oct. 2, at the call of its chairman, Edgar L. Bill, president of WMBD, Peoria, to evolve its first interpretations of the code provisions, and the Coughlin case heads the docket. Observations of Code Committee members gleaned since the Coughlin code issue arose reflect an almost unanimous view that the priest cannot be classified as a proper program sponsor within the code terms.

Other Citations

Beyond the Coughlin issue, the Code Committee will be confronted with several other program citations requiring interpretations under the clause relating to discussion of controversial questions. These include the broadcasts of Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice, who has purchased time over independent stations to answer Father Coughlin; determination whether State tax association radio schedules dealing with legislation pending in State legislatures are in fact proposals subject to ballot and therefore open to sponsorship under the code; and the question posed by liquor interests in New York desiring to purchase time in connection with local option balloting on prohibition.

With the arrival of the enforcement deadline, it was evident that the Coughlin issue would prove vexatious. While no accurate list is available, it is understood upwards of 40 stations are being used by Father Coughlin for his Sunday broadcasts, which in recent weeks have been devoted to discussions of war and neutrality. Thousands of telegrams and letters have deluged members of Congress by virtue of Father Coughlin's opposition to the lifting of the arms embargo. It is estimated this network entails an expenditure, for time and lines, of $6,600 a week.

The Code Compliance Committee, in addition to handing down its initial interpretations, also will seek to devise enforcement machinery and establish means of penalizing non-complying stations. Expulsion from NAB membership presumably will be the penalty, although provision would be made for appeal from the Code Compliance Committee's ruling to the NAB board of directors.

Even before the committee foregathered in Washington Oct. 2, word was spread that a number of stations have cancelled the program. WHAM, Rochester, it is understood, declined a renewal proffer. The average cancellation clause in station contracts carrying the Coughlin series is said to be two weeks and if the Code Committee performs as is anticipated, the stations will be called upon to notify the Coughlin agency, Aircasters Inc. of Detroit, that the series cannot be accepted under the code provisions.

Detroit Meeting

It was reported that a meeting is scheduled in Detroit on Oct. 2 in an effort to explore every possible way of having the Coughlin broadcasts conform to the code provisions. A number of broadcasters, including Leo J. Fitzpatrick, executive vice-president of WJR, it was reported, planned to attend the session. Despite this, the view prevailed that Father Coughlin's case is "open-shut" under the code and that the Committee is left no alternative.

In intra-industry discussion of the Coughlin situation, it has been pointed out that if Father Coughlin indulged in purely theological discussions, he could purchase time under the code provisions. However, his past broadcasts do not fall in the "religious" category. During a political campaign, it was pointed out, he might purchase time in behalf of or in opposition to the candidacy of a qualified nominee or purchase time in favor of or against a particular public issue subject to ballot.

Throughout the preliminary discussions of the Code Committee and at the July Atlantic City convention of the NAB, at which the subject was discussed, it was emphasized that the issue is one of principle rather than personality. The same ban applies to other speakers on controversial issues, such as Dr. Townsend, American Civil Liberties Union or Ford Motor Co. The code does not ban any individual from using time but simply denies the right to purchase time for discussion of controversial issues.

Another interpretation likely to be devised by the Code Compliance Committee will be in connection with certain types of commercial religious broadcasts such as those of Dr. J. F. Rutherford of Jehovah's Witnesses. If such broadcasts attack any race or creed or disparage any other religious belief, they are barred under the code.

Functions Oct. 1

Preparatory to the Code Committee session, it developed that Stanley G. Boynton, president of Aircasters Inc., offered stations contract renewals for an additional 52 weeks. Stations were advised that the new series will carry a "very patriotic trend in the form of a neutrality sermon" and would in no way conflict with the NAB code. He added that Father Coughlin would not attack any race or creed "but would" keep the patriotic tenor of "trying to keep America out of war".

Despite this, it was apparent a majority of the Code Committee members felt that the code clearly prevented acceptance of the renewal proffer, which was viewed as constituting an effort to purchase time for the discussion of controversial public issues.

The Code Committee was authorized by the NAB board on July 11 to begin functioning as of Oct. 1. The resolution adopted by the board provided that exisiting commercial contracts should be respected for their duration provided

(Continued on page 69)

Drawn for BROADCASTING by Sid Hix

"Visit your neighborhood dealer and try a heaping bowl of crispy, crunchy Zingolube motor oil!"

Liquor Protestants Get FCC Reply

Cannot Compel Stations to Accept Programs, Fly Says

COMPLAINTS to the FCC by the State Restaurant Liquor Dealers Assn. of New York, that WHAM, Rochester, has improperly denied it time to present before upstate New York voters the liquor industry's side of the local option prohibition issue, on Sept. 25 brought from FCC Chairman James Lawrence Fly the rejoinder that the FCC has no power to compel stations to permit a particular individual to use its facilities, except where candidates for public office are involved.

Mr. Fly suggested that the two complainants, both officials of the Association, furnish additional facts as to how the facilities of WHAM have been used for discussion of the question, after which the matter would be given "further consideration." He pointed out it was impossible to determine from the letters of complaint whether WHAM had permitted its facilities to be used for any discussion of the liquor law, or whether the Association was denied the use of time after use by others for discussion of the subject.

Discrimination Claimed

James J. Balfe, chairman of the Radio Committee of the Association, and Philip Slone, publisher of the *Bar & Grill Journal* and a member of the same committee, each had protested on Sept. 5. It was argued that the refusal to allot time discriminated against a legal business, and was inconsistent with the NAB Code provision dealing with discussion of controversial issues "subject to ballot." Mr. Slone said that in the broadcasts, the organization did not propose any "subtle or other means to encourage the use of alcoholic beverages", but simply desired to present the liquor industry's side of the issue subject to ballot. He charged that by refusing time, stations are denying responsible businessmen and taxpayers "a fundamental civil liberty", and it constitutes "a dangerous abuse of power by certain radio stations licensed by the FCC".

Chairman Fly advised both complainants that under the Communications Act broadcast stations are not "common carriers", and that under both the law and the FCC rules and regulations responsibility for the selection of program material and participants in programs rests upon the individual station licensees. "However," he added, "it is the duty of the Commission to require that such licensees shall utilize their facilities to serve the public interest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide a well-rounded as distinguished from a one-sided presentation of such subjects."

Mr. Slone recited that he sought to purchase time from WHAM and other stations which he did not specify, and that "each of said stations refused to handle these broadcasts, and each station found these proposed broadcasts unacceptable" because the sponsors were an organization connected with the manufacture and sale of distilled spirits.

Decision On WMCA Awaited As Code Charge Meets Denial

FCC Has Case Under Advisement; Future Course In Handling Crisis Charges May Be Charted

OUTGROWTH of the first case to be instituted by the FCC as a result of the war situation is being awaited following an all-day hearing Sept. 27 before the FCC at which WMCA, New York, unequivocally denied allegations that it had violated the Communications Act through alleged interception of code messages from Germany or Great Britain [BROADCASTING, Sept. 15].

The FCC immediately took the case under advisement with the likelihood of an early ruling—possibly within a week or ten days. The case had aroused extreme interest because it was viewed as an indication of the possible future course of the FCC in its efforts to have licensees maintain strict neutrality during the war crisis.

Operator Testifies

The first witness, Stanley Wolff, chief radio operator of the *New York Herald-Tribune*, in direct testimony absolved WMCA of any direct participation in the picking up of the questioned dispatches—one German and the other English—relating to instructions to vessels of those nationals. He said that the dispatches, in international code rather than cipher, were interpolated in regular "free press" shortwave news broadcasts and were communicated to WMCA which had contracted for purchase of *Herald-Tribune* news during the period Aug. 25 to Sept. 5.

Apparently the major issue confronting the FCC on the technical question of violation of Section 605 of the Communications Act, dealing with unauthorized publication of communications, is whether the intercepted broadcasts actually were "free press" communications or in the category of secret code instructions to vessels of the nations involved. There was also the question of the possible culpability of the *Herald-Tribune* in intercepting the messages, though the FCC's jurisdiction over other than actual communications licensees is doubtful.

After the testimony of Mr. Wolff, a Naval Reserve chief petty officer, the Commission concentrated its questioning on the truth or falsity of an identical advertisement published in two trade papers, *Variety* and *Radio Daily*, claiming a "scoop" by virtue of these broadcasts. The advertisement quoted two New York columnists—George Ross of the *World-Telegram* and Ben Gross of the *New York Daily News*—who credited WMCA with hiring an expert on naval code as a means of procuring these news beats. Witnesses for WMCA under examination disclaimed responsibility for these assertions but admitted approval of the advertisement itself.

Chairman James Lawrence Fly led the rigid examination of principal WMCA witnesses — Donald Flamm, president, and Leon Goldstein, director of special events, public relations and publicity. William J. Dempsey, FCC general counsel, also participated actively in the proceedings.

Because Section 605 prescribes that no person not authorized by the sender shall intercept any communication or publish its substance or purport, it was evident that the question still exists whether there has been a technical violation of this provision. Ignorance of the requirements of the statute, it was pointed out, cannot be construed as proper defense.

Charge Doubtful

It was apparent, after Mr. Wolff's testimony that the chief premise of the FCC—the allegation that WMCA had intercepted the communications, based on the statement of the columnists quoted in the trade paper advertisement—had collapsed. Because of the tense war situation, however, and in view of other recent expressions of the FCC, it was an open question how that agency might proceed in determining the case. Observers were of the opinion that no case had been made on the basic complaint and that the only clearcut disclosure was that the trade paper advertising was not accurate.

Chairman Fly pressed WMCA witnesses on the "public interest" responsibility of the station in its dissemination of advertising making claims which were not factual. In this connection it was pointed out that the Federal Trade Commission, rather than the FCC, is the agency responsible for prosecution of false or misleading advertising.

The fact that the FCC on Sept. 20 suspended licenses of two radio amateurs for six months instead of the usual three-month period because of the war situation was seen as another indication of its "crackdown" attitude. Bruce A. Koppenhaver of Pottsville and Albert E. Chatel of Wales, Mass., received the suspensions, the former for communicating with an unlicensed station and Chatel for "wilfully and knowingly" permitting his amateur station to be operated by an unlicensed operator.

At that time the FCC said the international situation "made it doubly necessary that the amateurs of this country observe closely the rules and regulations laid down for them." It added that further unauthorized activities by amateur stations during the war period "may tend to bring about curtailment of shortwave operations of amateurs generally and urged that the 60,000 amateurs take all appropriate steps to protect their standing and their beneficial operations."

This action, coupled with the WMCA citation, have caused no little concern throughout the radio and communications industries. Under ordinary circumstances, it was felt this drastic procedure would not have been initiated.

In his initial appearance on the stand, Mr. Wolff explained that on Aug. 28 his operators had picked up a message from the German station during the course of a regular "free press" broadcast in English. There was an interruption, at which time a message was sent in German which was translated as meaning: "Upon receipt of this transmission, act upon your special secret instructions." He said this was immediately telephoned to WMCA and broadcast as a news dispatch. Because the message was contained in a regular news press transmission of the German agency "Transocean News", he said he did not regard it as the type of communication prohibited under Section 605, with which he was familiar. At this point General Counsel Dempsey advised the witness he had the right to object on the ground that the testimony might be incriminating but Chairman Fly instructed him to answer, presumably thereby giving him legal immunity.

Other Dispatches

The second dispatch in question, on Aug. 30, likewise was intercepted in a British "free press" broadcast and was in the nature of an admiralty message to all British vessels from the code station GBR. It instructed British vessels to proceed to specified ports. Mr. Wolff declared this was also communicated to WMCA and later contained in a news broadcast. A recording of the Berlin WMCA bulletin had been made, Mr. Wolff explained, and was performed for the benefit of the FCC in the hearing room. Arthur Batcheller, radio inspector in charge of the New York field office of the FCC, who participated in the investigation, performed the recording.

Under examination by Mr. Dempsey, Mr. Wolff explained that these messages were in "plain language" and not in secret cipher. He said he communicated the information to Mr. Goldstein of WMCA and that he understood the special events director had broadcast them himself.

Under cross-examination by John M. Littlepage, WMCA chief counsel, Mr. Wolff explained that arrangements had been made by WMCA with the *Herald-Tribune* for a similar type of news service during the Munich crisis and the Czech invasion. The service had been discontinued when the situation abroad subsided, he said.

When the European situation became tense, Mr. Wolff said he called Mr. Goldstein to ascertain whether the service would be renewed. Arrangements then were made for the news service, which included dispatches from *Herald-Tribune* foreign correspondents, as well as other news. He said he had never mentioned in his conversations with Mr. Goldstein that the *Herald-Tribune* would furnish "any illegal messages". He emphasized, moreover, that he had never furnished WMCA any "secret code" and that if dispatches were picked up mentioning movement of specific vessels, these were not reported to the *Herald-Tribune*.

It was revealed during the testi-

(*Continued on Page 71*)

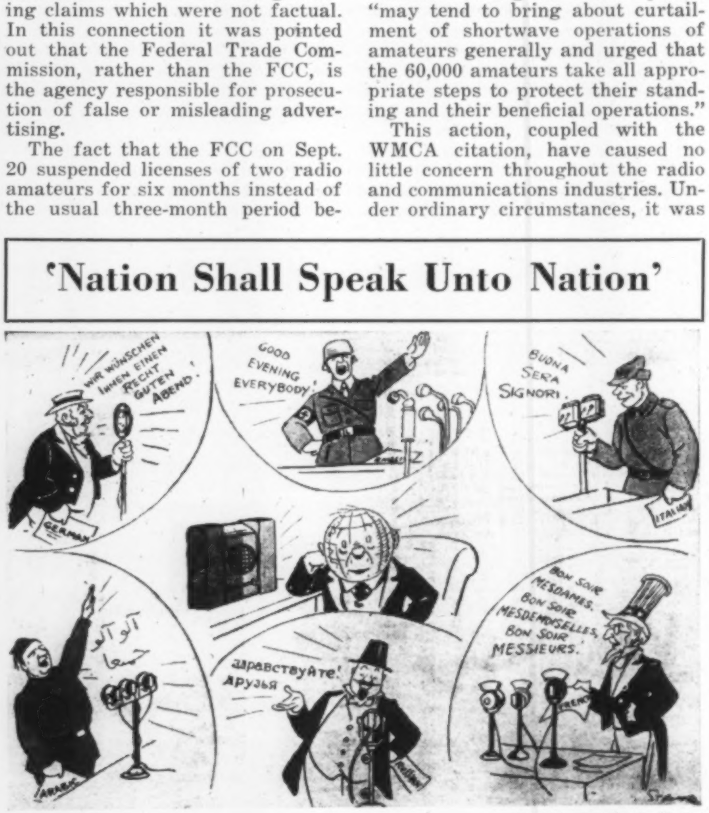
WAR NEWS ON NETS

CBS anb NBC Specify New War Schedules

CBS has set aside the time from 8:55 to 9 p.m. (EST) for a regular mid-evening war news summary, broadcast seven days a week by Elmer Davis. Since this time falls within the normal range of the 8:30-9 period, containing sponsored programs on every evening except Saturday, CBS is standing the additional expense of the proportionate rebates to these sponsors to bring its audience this daily war summary.

NBC has announced a regular schedule of broadcasts from Berlin at 7:25-7:30 p.m. on the Red Network, Monday through Friday; 7:40-7:45 p.m. on the Red, Saturday, and 7:25-7:30 p.m. on the Blue, Sunday. MBS is scheduling a European pickup from 10:20 to 10:30 each Friday evening, with John Steele in London and Waverly Root in Paris alternating as commentators.

'Nation Shall Speak Unto Nation'


WIR WÜNSCHEN IHNEN EINEN RECHT GUTEN ABEND!
GERMAN
GOOD EVENING EVERYBODY!
BUONA SERA SIGNORI.
ITALIAN
آلو آلو
ARABIC
ЗДРАВСТВУЙТЕ! ДРУЗЬЯ
BON SOIR MESDAMES, BON SOIR MESDEMOISELLES, BON SOIR MESSIEURS.
FRENCH

From The New York Times

Many Upsets Seen in Network Report

New Laws and Policies Now Contemplated; Near Completion

IF PRELIMINARY indications can be accepted, the report of the FCC Network-Monopoly Committee's six-month inquiry, to be submitted to the full FCC within a few weeks, will precipitate the biggest blast yet heard against the status quo of network operations.

Realignment of radio regulation as it affects the networks, both through recommendations for enactment of new legislation and through introduction of new regulatory policies, is foreshadowed, according to these reports. It was clear from the questioning of certain committee members during the hearing that their inclinations were in the direction of drastic action. Developments since then, growing out of analysis of the 2,000,000-word record amassed during the hearing, have tended to indicate that some committee members favor stiffer rather than more moderate recommendations.

Committee Changes

The committee membership has undergone two changes since the hearings. Frank R. McNinch, who retired as FCC chairman Sept. 1, will not participate in the report. Frederick I. Thompson, who succeeded Judge E. O. Sykes, actually sat only during the last day or two of the long inquiry, but he has been active in the committee discussions and quite pointed in his views, which tend to the drastic side. Thad H. Brown, acting chairman of the committee, and Paul A. Walker are the only two present committee members who sat through most of the proceedings.

In the pre-report conversations, Messrs. Walker and Thompson have been bracketed as leaning toward the extreme view of "cracking down". Commissioner Brown, a veteran of a decade on both the Radio Commission and the FCC, is regarded as having conservative leanings. Whether Chairman James Lawrence Fly, successor to Mr. McNinch, will participate in the committee findings, is not yet known, since the new chairman has to make the decision himself. The report, in any event, will be subject to approval, revision or rejection of the full Commission membership of seven.

Soon to be Ready

A special staff of the FCC, headed by S. King Funkhouser, special counsel for the investigation since Aug. 3, has been rushing its draft of the proposed report for the Committee. Orders were issued to that end by then Acting Chairman Walker. It is now expected the staff will have its final draft in readiness for the committee within a fortnight.

Precisely what the committee will recommend, of course, is conjectural. It appears a certainty, however, that it is not disposed to pull its punches. For what they may be worth at this stage, rumors presumably based on the views of the more radical members, may be recounted in this manner:

1. Recommendation that there be new legislation against ownership of a multiplicity of stations by any network; or perhaps of any stations at all, even in key cities.

2. A legislative recommendation that a single entity be restricted from operating more than one network, which would presumably strike at NBC's Red and Blue operation.

3. Legislation which would authorize the actual licensing and regulation of networks, since the existing law permits only the regulation of stations engaged in chain broadcasting.

4. Legislation which would bar the ownership of more than a single clear - channel high - power station by any one entity.

5. Enactment of policy, perhaps to be gradually enforced, preventing ownership of more than one station in the same community by the same interests, on the ground that it suppresses program competition and deprives listeners of maximum service.

6. Adoption of policy whereby licensees themselves would be required to operate stations or forego their franchises, striking at NBC program and sales management of Westinghouse and General Electric stations, CBS association with such stations as WAPI, and several other contract-operated stations.

7. Divorcement of network or station operations from artist bureaus, transcription companies and similar enterprises not intrinsically licensed for broadcasting, on the ground that these other activities may be suppressed.

8. Avoidance of anything smacking of out-and-out rate regulation or actual approval of network-affiliate contracts, but an expression condemning the forms of major network contracts, particularly the "exclusivity" and "optioned time" features, which may be interpreted in a measure as relinquishing partial control by affiliates. Also, there may be more than cursory mention of compensation provisions. At best, the committee is expected to brand the provisions as faulty.

9. Discouragement, or perhaps prevention of network-affiliate contracts carrying automatic renewal options, unless one-year notice is given, which run for as long as 10 years. There has been suggestion that such tenures be limited perhaps to three years.

10. Thorough-going analysis of both CBS and NBC parent company (RCA) financing, security and other corporate structural activities, with possible inferences smacking of manipulations.

Because of the ponderous task of digesting, weighing and projecting the testimony adduced during the six-month inquiry, committee members may find reasons to modify any preconceived notions as to recommendations. But in Washington circles, it is apparent that, because of the so-called "grapevine" reports carrying dire forebodings, networks have conditioned themselves for the anticipated "shock" of the committee report.

Net Inquiry May Bring Repeal Of Disc Announcement Ruling

Transcriptions Would Be on Equal Basis With Network Renditions; FCC Names Committee

REPEAL of the transcription announcement requirement in rules governing broadcasting, so that transcribed productions made exclusively for broadcast purposes will be on equal footing with network renditions, is seen as a possible outcome of the FCC's six-month network-monopoly investigation.

While the FCC Committee which conducted the hearings has not completed drafting of its report, events of the last few days have focused attention in that direction. Considerable testimony on transcriptions was introduced at the hearings, which ran from November, 1938 to last May, and a deep impression apparently was made on committee members that transcription quality is as good as or better than "live" renditions. Moreover, the view appears to have taken hold that by removing the announcement "stigma" a greater degree of program competition will be introduced to the public's benefit.

Such figures as Percy L. Deutsch, president of World Broadcasting System, and Jerry King, head of Standard Radio, appearing on behalf of independent transcription producers, strongly urged the FCC to remove the announcement requirement before each transcription rendition. It was argued that network broadcasting technically is also "delayed" transmission, and that the only practical difference was the length of the wire used—perhaps 10 feet for transcription recording and a multiplicity of miles of telephone lines for networks.

There is no intention whatever, of removing the restriction on phonograph record announcements. On the contrary, the view apparently prevails that records not made for broadcast purposes exclusively, and which can be purchased at the corner music store, specifically and regularly should be announced as such, lest the public be misled.

Coupled with the evident attitude of FCC members is the disclosure that a new committee on Sept. 20 was appointed to study further the matter of transcription announcement requirements with a view toward removing any hardships it may entail. This committee comprises Andrew W. Ring, assistant chief engineer for broadcasting. chairman, Geoge B. Porter, assistant general counsel, DeQuincy V. Sutton, head accountant and Frank M. Utter of the Accounting Department.

Other factors which might conduce to elimination of the announcement requirement have been cited, such as perfection in rendition, made possible through rehearsal and correction, elimination of slips occasioned in the so-called instantaneous "live" performances, and superior reproduction quality.

Elimination of the announcement unquestionably would prove a boon to spot broadcasting, and lead to more widespread use of transcriptions by national and regional accounts. While transcriptions have largely overcome the "canned music" resistance, the announcement requirement nevertheless has retarded its peak development commercially.

MacFADDEN STOPS NBC-BLUE SERIES

MACFADDEN Publications, New York, has cancelled its *True Story Time* series on NBC-Blue, following the broadcast of Oct. 3, half-way mark in the 52-week contract which was started April 4. Cancellation follows publication in the sponsor's *Liberty* Magazine of a column by Fulton Oursler, editor of *Liberty* and a featured speaker on the network program. In an article "They Wouldn't Let Me Tell It on the Air," he wrote that "the most interesting things I had to tell were never spoken because censors, in the name of policy, cut out the vital and important passages," Mr. Ousler cites three instances of alleged censorship of his scripts, which he says was due to radio's "frightened behavior under the threat of Government censorship." He concludes: "Meanwhile the public cannot hear what the broadcasting companies think they should not hear. This is what they have in Italy, in Germany, in Russia. It is a hell of a condition in a free country like ours."

Although the series was cancelled at the half-way point, the sponsor, by virtue of preceding contracts, had earned his maximum discount for 52 weeks consecutive broadcasting. Series, advertising *True Story* Magazine was placed by Arthur Kudner, New York.

Benny Back Oct. 7

GENERAL FOODS Corp., New York (Jell-O) on Oct. 8 for the sixth consecutive year, resumes the *Jack Benny Show* on 89 NBC-Red stations, Sunday, 7-7:30 p.m. (EST), with repeat, 8:30-9 p.m. (PST). Program will continue to feature Jack Benny, Mary Livingstone, Andy Devine, Eddie Anderson (Rochester) and Harry Baldwin. Don Wilson, besides announcing, will be part of the cast. Kenny Baker, vocalist, will not return to the program. His successor has not been announced at this writing. Baker is being featured now on the CBS *Texaco Star Theatre*, sponsored by Texas Co. Phil Harris will continue as musical director of the Jell-O program, and Murray Bolen, of Young & Rubicam, agency servicing the account, will produce. Ted Hediger will represent the network. Bill Morrow and Ed Beloin again are writing the series.

ASCAP Appoints Group to Handle NAB Negotiations

Committee Was Authorized by Board at July Meeting

A POSSIBLE new turn in the strained relations between ASCAP and the broadcasting industry was seen Sept. 28 when Gene Buck, ASCAP president, announced he would appoint a committee "to negotiate" with the NAB Copyright Committee regarding new contracts to supplant those which expire Dec. 31, 1940. The announcement came immediately following the monthly ASCAP board meeting the same day.

Accused by the NAB Negotiatinging Committee and President Neville Miller of having "stalled" in repeated efforts of NAB to procure from ASCAP a basis on which to negotiate, Mr. Buck previously had stated an ASCAP committee would be named for that purpose. As a matter of fact, the ASCAP board on July 13 authorized Mr. Buck to appoint the committee but, according to the NAB, the ASCAP head departed for a vacation without taking action. The conversations collapsed when the NAB Negotiating Committee on Aug. 3 was met by John G. Paine, ASCAP general manager, rather than by a committee. Mr. Paine stated that ASCAP was not ready to make any proposal to broadcasters.

Follows NAB Action

Since the development, the NAB has officially declared war on ASCAP and has set in motion a $1,500,000 project to set up an independent music supply for the industry [See Page 24]. The fact that the ASCAP board now has ordered appointment of a committee and presumably ordered negotiations with the industry on contract renewal was interpreted as a step taken because of the threat of the broadcasting industry action. The next move will be ASCAP's.

The NAB Copyright Negotiating Committee comprises, in addition to President Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network.

Pepsi-Cola's N. Y. Test

PEPSI-COLA Co., Long Island City, N. Y., starts a test campaign in New York Oct. 2 using a total of 2,020 transcribed announcements on WOR, WINS, WMCA, WHN, WNEW, the first radio used by the sponsor. Agency is Newell-Emmett Co., New York. The campaign may be extended nationally.

Packard Shaver's Discs

PACKARD ELECTRIC SHAVER Co., New York, has a series of five-minute transcriptions, cut by Strong Studios, New York, ready for use by dealers throughout the country but being held up pending outcome of litigation by Schick Dry Shaver Inc. Packard agency is S. G. Krivit Co., New York.

QUAKER OATS Co., Chicago (Aunt Jemima flour), on Oct. 2 starts 12 weekly minute announcements on 15 stations. Agency is Sherman K. Ellis Co., Chicago.

Staff for World Series Is Complete; Controversy on Rights Still Simmers

COLOR announcers for the World Series broadcasts to begin on MBS Oct. 4 will include Lowell Thomas, Edwin C. Hill, Grantland Rice and Gabriel Heatter. Stan Lomax, sportscaster of WOR, Newark, will handle the commercials for Gillette Safety Razor Co., sponsor of the series. According to MBS officials, the color announcers will work in rotation, with one broadcasting each day. Bob Elson, of WGN, and Red Barber, of WOR, will announce the games [BROADCASTING, Sept. 15].

Unless rained out the series will start in New York Oct. 4 and remain there for the next day's game. Teams travel on Oct. 6, playing in Cincinnati Oct. 7-9, traveling on Oct. 10 with the final games played in New York Oct. 11 and 12, providing the series lasts that long.

Revised Station List

The World's Series station list, as of Sept. 27, included 179 stations in the United States and Hawaii and 35 stations in Canada with about a dozen additional stations desired, but which MBS had been unable to clear, chiefly, it was stated, because of opposition on the part of NBC and CBS. At NBC it was said that in no case had this network granted any affiliate permission to carry the World's Series from MBS, nor had any affiliate been given authority either to cancel a network commercial or to record it for delayed broadcast. CBS said that it has no knowledge of any of its outlets taking the series.

Station list for the United States, as reported Sept. 27 by MBS, is as follows:

MBS affiliates: WOR WGN CKLW WHKC KFEL KFKA WHB WDGY WHBF WOL WBAX WSOC WRAL WAIR WSIX WFIL WLAP WGRC WCMI WKRC WSTP KTHS WEBC KFJX and the Colonial, Don Lee, Oklahoma and Texas State regional networks.

NBC affiliates: WHK-WABY WBAL KSO WIRE KWK KMA WSYR WSPD WMFF WAPO WIS WCSC WJAX WIOD WFLA WSUN WSGN WSMB KTBS KUTA KLO KGIR KPFA WMPS WROL KOB WALA KANS KIDO KGBX KOAM WDAY WJIM KYSM KROC KFAM KGA.

CBS affiliates: WKBW WMT WNAX WRVA KGMB KHBC WKBW WSFA.

Independents: KQV WHJB WSAY WATL KRBM KABR KFPW WHMA WJRD WKEU KFEQ WFMD KEUB KTRI KWOS WBEO KWYO WHBL WJBY WHBB KSAL WGNC WCBS WPAD and Mason-Dixon regional network.

Other Nets Refused

Controversy over the exclusive MBS deal appears stalemated with Judge Kenesaw M. Landis, high commissioner of baseball, refusing NBC and CBS permission to carry the Series broadcasts. In addition to the difficulties experienced by some CBS and NBC affiliates in clearing time for the series [BROADCASTING, Sept. 15] other phases of the controversy have become known.

It is understood from reliable sources that soon after the MBS broadcast of Aug. 17 announcing the exclusive deal, Niles Trammell, executive vice-president of NBC, phoned J. P. Spang Jr., president of the Gillette Razor Co., in behalf of NBC and CBS. Mr. Trammell is said to have offered the combined CBS and NBC networks free of charge with free courtesy announcements for Gillette. Mr. Spang was understood to have declined the offer because of his prior commitment to and contract with MBS. Following this refusal Judge Landis received a letter from Mr. Trammell which held that the Series should not be given exclusively to any network because it is an outstanding sporting event with a national following. On the same day a letter was received from Edward Klauber, CBS executive vice-president, in which he contended MBS should not have been given the Series exclusively. Judge Landis answered neither of the letters beyond a formal acknowledgment. From sources close to Judge Landis it was learned that he refused Mr. Trammell's suggestion because he felt the Series to be of no greater interest than the Kentucky Derby, Rose Bowl game, and numerous boxing events that have been carried exclusively on a single network.

Refusal of World Series Mentioned to the FCC

THE BASEBALL World Series broadcast situation was brought to the attention of officials of the FCC informally Sept. 26 by Fred Weber, MBS general manager, and Louis G. Caldwell, Washington counsel, but little likelihood of a protest of any kind was foreseen.

Purported refusal of NBC and CBS to permit certain of their stations to take the series, exclusively booked by MBS under Gillette Safety Razor Co. sponsorship, is understood to have been the basis of the informal conversations. There are no indications, it was stated, of filing of a formal protest with the FCC, which would involve a fundamental program issue. Both NBC and CBS have contended in communications to baseball's czar, K. M. Landis, that the World Series is of such public interest that it should not be scheduled exclusively on any single network.

Wrigley Autumn Series Continues RKO Tieup

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Oct. 8 resumes the talent hunt program, *Gateway to Hollywood*, on 66 CBS stations, Sundays, 6:30-7 p.m. (EST), with Jesse Lasky continuing as director. Fall series will continue its tie-up with RKO Pictures, with final winners in the talent hunt awarded film contracts.

Bobby Brown, CBS Chicago program director, is the new producer of the series. He is on leave of absence from his Chicago duties. Charles Vanda, now CBS western program director, handled the show last season. He will act as consultant on the new series. Gwen Streeton looks after the financial end of the show and is on leave from her duties as secretary to Mr. Vanda. Ken Niles is talent coach and chief announcer. Cliff Howell and Gary Breckner are assistant announcers. Ray Wilson, Chicago freelance writer, heads the writing staff. Frances Hooper, head of Frances Hooper Agency, Chicago, servicing the account, will be in Hollywood for start of the fall series.

DR. W. B. CALDWELL Inc., Monticello, Ill., is using thrice-daily minute announcements varying with 15 minute shows on 60 stations. Agency is Benton & Bowles, Chicago.

AS MOST popular player on the Philadelphia National League team, Morrie Arnovich (left) received the General Mills-WCAU trophy from Dr. Leon Levy, WCAU president, at a Sept. 24 ceremony. Bill Dyer is General Mills sportscaster on WCAU.

Powel Crosley Subject Of Satevepost Article

POWEL CROSLEY Jr., subject of an article by Forrest Davis in the Sept. 30 *Saturday Evening Post*, is reported as holding no rancor against the FCC for having reduced the power of WLW from 500.000 to 50,000 watts recently, although he is represented as convinced that rural and remote listeners as well as owners of small low power radios will eventually insist upon restoration of such power. Mr. Crosley at least has the satisfaction, it is stated, of having proved that so called "superpower" is technically feasible.

The article, titled "The Crosley Touch—and Go!" deals only passingly with the WLW power fight. It is chiefly a personality sketch and deals largely with his interest in the Cincinnati Reds, which he owns, the new midget car which he recently introduced, his radio and refrigerator manufacturing business and his interest in farming. It discloses that Charles Michelson, publicity director of the Democratic National Committee, is still on the payroll of the Crosley Corp., which is said to have paid him $25,000 a year as a publicity consultant.

One of the illustrations shows Mr. Crosley at the wheel of one of his midget cars, with Fred Weber, general manager of the Mutual Network, as one of the passengers.

Colgate Serial on Red

COLGATE - PALMOLIVE - PEET Co., Jersey City, starts a quarter-hour five-weekly serial *Ellen Randolph* on a combination of 49 NBC Red and Blue stations in the interests of Concentrated Super Suds. Starting Oct. 9, the program concerns the problems of a young missionary's wife, starring Elsie Hitz and John McGovern. The majority of stations used will carry the program from 1:15 to 1:30 p. m. (EST), while 14 NBC stations will broadcast the serial via transcription at different periods daily between 1:45 and 5:15 p. m. Benton & Bowles, New York, handles the account.

Two Added to NBC-Red

WJAC, Johnstown, Pa., and WFBG, Altoona, join NBC-Red Oct. 1, available at a combination rate of $140 per evening hour. The additions bring the list of NBC affiliates to 176.

New Autos Bring Spot Drives; Industry Sees Better Season

Export Business Brings Hopeful Note in Detroit; Fear of Higher Prices Used as Sales Weapon

THE automobile industry is on the rebound, looking forward to its best model year since the highly successful 1937 season, and advertising schedules are being planned on that basis. Radio is being favored with extensive spot campaigns in September and October as introductions follow rapidly upon one another, and there are indications that if business keeps up to the expectations of the sales departments, the reinstatement of some of the many chain shows of two years ago will be considered.

Two factors are interplaying in the present automotive situation—an evident quickening of domestic business activity manifesting itself already in increasing volume figures, and the expectation of an enlarged export business, to the belligerents of the European war and the neutral countries. Warring nations are expected to be heavy truck, engine and road tractor purchasers; neutrals are rapidly shifting their automotive purchasing from former major sources of supply—particularly Britain and Germany—to United States factories.

One other point has arisen this early in the model year to quicken buying, that being the fear of higher prices later. Quotations for 1940 models have ranged from equivalents of the 1939 tags down to 3 or 4% lower. In the wave of advancing raw materials prices, and possible higher wage demands by labor, there is little doubt in Detroit but that car prices are likely to be marked up sometime during the model year. Salesmen are reported using this argument on prospects with successful results.

Few Changes in Cars

Basically the cars have been changed only in comparatively minor detail from the 1939's, and sales stories, as reflected in advertising already appearing, have been general ones. The cars have been uniformly made larger, and the added comfort secured thereby has been stressed. So has the additional beauty of the 1940 models. Front end treatment centered in smoothed-out noses and wide-flaring fenders have definitely improved the automobiles appearancewise.

Mechanically, the year is distinguished chiefly by the introduction of the "hydra-matic" drive of Olds, an installation eliminating clutch pedal entirely. The device is a combination of the semi-automatic transmission introduced by Olds two years ago plus the "fluid flywheel" pioneered in the auto field by Chrysler several months back. Observers were enthusiastic with performance results. The device will be optional on most of the Olds cars.

The 1939 model year saw produced approximately 3,400,000 cars and trucks in all United States and Canadian plants. Expectations for 1940 range from 3,500,000 up to one optimistic forecast of 4,000,000, with best prophecies about half way between these two figures. By way of comparison, the 1938 year resulted in 2,600,000 assemblies; that of 1937 in slightly more than 5,000,000. When it is remembered that automotive advertising is doled out in fairly close proportion to the volume of sales, promotional spending can be fairly well appraised now. In any consideration, however, it should be remembered that radio is apt to benefit in an increasing share against other mediums as volume increases.

Ford Plans Spots

Ford and Chrysler will again be the top time users of radio throughout the year, with their respective shows, the *Sunday Evening Hour*, and *Major Bowes*, scheduled for all-winter presentation. Ford continues to place the chain show through N. W. Ayer & Son, while Chrysler's corporation-wide presentation is out of Ruthrauff & Ryan.

In addition, Ford is scheduling for airing from Oct. 6 for about two weeks a large number of spot announcements over a station list which may total 150 outlets when finally completed. These spots are being placed in some instances by Ayer, in others by McCann-Erickson, which handles Ford advertising in many areas of the country.

Ford Dealers, placing through McCann-Erickson, Chicago, on Oct. 23 starts a series of three to six weekly quarter-hours on KFYR WDAY KOA KMMJ KFAB WNAX WIBW KFH WKY KVOO WFAA KTSA KGNC WCCO WHO KMA KMOX KMBC KWTO KTHS WLS WSM WAPI WJDX WGY WBT WPTF WRVA WLBZ WCSH WLW plus 12 stations on the West Coast.

The Plymouth division of Chrysler Corp., through J. Stirling Getchell Inc., is placing spots for the first two weeks of October over what may be the largest number of stations it has yet used in this respect. The total list currently is around 140. The spots are short, running from 100-word announcements down.

Dodge used spots during the last two weeks of September to announce its 1940 models. These were placed by Ruthrauff & Ryan. An undetermined number of Chrysler division dealers are using spots placed on a cooperative basis, the agency for the Chrysler division being Lee Anderson Adv. Agency, Detroit. The fourth Chrysler Corp. division, DeSoto, has no definite radio plans.

The largest spot user of recent years, Chevrolet, has no definite program scheduled at this time. Other General Motors units, however, are scheduling — notably Buick, which placed spots over around 100 stations late in September to herald its 1940 cars. Arthur Kudner Inc. placed these. Pontiac division, through MacManus, John & Adams Inc., is making available to dealers one-minute spot transcriptions, but does not now plan a factory campaign.

ABOUT 50,000 calories of cake, to balance off WCKY's new 50,000 watts and its switch in affiliation to CBS on Sept. 24, was presented to L. B. Wilson (left) by H. Fuller Stevens, manager of Cincinnati's Gibson Hotel in which the station's new studios and offices are located. At right is Lieut. Gov Keen Johnson of Kentucky, a speaker on the dedicatory program

Among the independents, Studebaker Corp., which has used radio frequently in the past, is back on the air with a 15-minute program through Roche, Williams and Cunnyngham, Chicago.

Willys-Overland Motors, of Toledo, indicated earlier that it would employ radio in its drive to reestablish itself in the small car market. No definite word has since come out of Toledo. The agency is U. S. Adv. Corp. of Toledo.

Hudson Motor Car Co. is making spots available to dealers wanting them. The agency preparing th spots is Brooke, Smith & French

Hudson Motor Car Distributors, Chicago, have started a thrice-weekly quarter-hour news program on WGN. Schwimmer & Scott i agency.

Nash Motors Division, Nash-Kelvinator Corp., Kenosha, Wis., on Sept. 22 started a fall campaign for its new models using daily spot announcements for a month's period on seven stations, WMFD KGVO KGBX WCSC WQAM WPAI KOBH. Agency is Geyer, Cornell & Newell, New York.

Studebaker Campaign

The Studebaker campaign includes a thrice-weekly night quarter-hour series starting Oct. 8 using Richard Himber's orchestra Rhythmic Swingsters, vocalists, and Stuart Allen, baritone, as well a dramatized announcements and interviews with company craftsmen Stations are:

WMAQ WSBT WJR WSYR WSB WMA
WQAM WTAG KHQ WEBC WICC WO
WOR KMOX WIRE KOMO KMBC WAD
WHO WSM WMBG KWKH WFLA KTSM
KFI WTAM WCCO WBNS KGW KS
KVOO WCHS WTIC WWL KOY WBR
KYW WBEN WMC WCAE KTSA KFS
WLW KFBK KVI WKBN WTAR KAR
WCAU KPO WFBR WSPD KPRC WWVA
KOA WGBF WJAR WHAS WABY WBOW
WTMJ WRC WNAC WHAM WMB
WFAA WOW WIBX WLEU WDBJ WKY

CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO Minneapolis, will soon start a campaign of announcements and participations nationally.

ar Outbreak Is Subsiding

NEUTRALITY PRECAUTIONS

As Seen by Government and Industry Leaders

LARGELY because of the anti-censorship provision of the Communica- tions Act, no Governmental agency has essayed to impart to the broad- :asting industry anything approaching "guideposts" which would augur for strict maintenance of neutrality. The desire is to have the industry assume the responsibility voluntarily, which it has done, but the require- nents change almost from day to day.

The big question to the broadcaster, whatever his operating status, is 'What might be considered an unneutral act?" While it appears im- possible to enumerate all acts or events which might give "aid and com- fort" to a belligerent, to the detriment of his enemy, there are certain obvious precautions which can be taken by station executives to avoid nost of the pitfalls.

After sounding out sentiment not only within the industry but among responsible Government officials, **Broadcasting** found a substantial un- nimity of view on these points:

1. Have all matter relating to the war situation, irrespective of its nature, clear through a responsible station official.

2. Ascertain that station employes who have access to the microphone or prepare script are entirely without bias insofar as their station func- ions are concerned.

3. Qualify all news broadcasts where qualification appears necessary o make clear to the audience the source of the information.

4. Eliminate news commentaries or broadcasts in other than English because of the extreme difficulty in checking such comments.

5. Check carefully speeches, forum discussions or other "talk" pro- rams picked up locally lest partisan comments be imparted. A safe practice would be to make instantaneous transcriptions, which would per- nit "editing" and safeguard against "ad libbing".

6. Ban all war discussions in sponsored programs except by recognized nd qualified news commentators. Do not allow sponsors to espouse ne cause or another in their commercials.

7. Exercise extreme diligence in remote pickups or in audience par- icipation program, avoiding any questions relating to the war.

8. Avoid transmission of information on ship movements, which might nake them easy prey for belligerent craft.

9. Avoid interviews with refugees unless they are absolutely respon- ible or unless advance script has been prepared and scrutinized.

10. Beware of "handouts" or news releases relating to any phase of he war or neutrality situations unless the sources are known to be bona de.

11. Prohibit appeals for funds for war causes or any other appeals elating to the war, such as exhortations for enlistment in foreign mili- ary services.

12. Re-read and perhaps post in a conspicuous place the war coverage ules adopted by the major networks [**Broadcasting**, Sept. 15] as a uide to all station employes having direct or indirect access to the icrophone.

13. Avoid jokes about the war;—it is a grim business.

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inished to the point where it is ot regarded as a likelihood any me soon. The Radio Neutrality ommittee, meeting at the call of e State Department, has drafted nd revised several proposed proc- mations but only in the interest f "preparedness" in the event this ation should become involved or in ase the intensity of the situation broad increases to the point where ich action is deemed advisable. Of ourse, if the provocation existed ecause of a series of acts con- rued as endangering our neutral- y, action might come at any time.

The broadcasting industry re- eived added assurance that the ederal Government does not pro- ose to interfere with normal roadcast operation from the Chief xecutive himself. President Roose- elt, in his address convening the pecial session of Congress on ept. 21, said he saw no need for urther legislation aside from re- ision of the neutrality laws.

While the Chief Executive is clothed with broad powers in time of a proclaimed national emergency, it has been emphasized there is no movement afoot to molest normal operation of stations in any way. This presupposes stations will strictly observe self-imposed restrictions designed to safeguard this country's neutrality.

In responsible quarters, it was pointed out that if the situation abroad grows more acute, likelihood of imposition of more stringent Government regulatory methods will be accelerated. It has been openly stated at the White House and the FCC that the Government welcomes voluntary regulation by the industry but nevertheless is on the alert lest "improper acts be permitted". It is just as frankly stated that the industry's cooperation has been excellent. Even the military services have praised the action of networks and stations alike in relegating "war propaganda news" to what amounts to "the second section" of the radio "newspaper" and of returning to practically normal operations.

When the magnitude of broadcast service, emanating from the networks and their nearly 800 stations, is taken into account, it was observed officially, the fact that there have been so few transgressions is "remarkable."

The so-called Neutrality Committee met Sept. 20 and 21 to appraise the situation. Represented on the committee are the State, War, Navy, Justice and Post Office Departments and the FCC and Coast Guard. This committee will meet from time to time at the call of the State Department and as conditions warrant.

Legislative Plans

Because the President, in his personally delivered message convening the special session, asked in effect for a "one purpose" session dealing with revision of the neutrality laws, it is not anticipated that any other legislation will be finally considered. While two dozen bills affecting radio are still on the Congressional calendar, indications are that they will not receive consideration either in committee or on the floor during the special session.

Because of the status of radio generally as an instrumentality for mass communication, however, the subject may crop up in floor debate relating to maintenance of neutrality.

The only indirect mention of free speech came in the very last sentence of the address when the President observed:

"In a period when it is sometimes said that free discussion is no longer compatible with national safety, may you by your deeds show the world that we of the United States are one people, of one mind, one spirit, one clear resolution, walking before God in the light of the living."

President Roosevelt advocated a return to processes of international law in convening the special session. Maintenance of normal operations as far as possible, is the crux of these principles, insofar as they apply to the broadcasting and communications. These principles provide that belligerents are forbidden to erect on a neutral territory any apparatus for the purpose of communicating with belligerent forces on land or sea and belligerents are prohibited from using any stations established by them before the war on the territory of a mutual power for purely military purposes.

This Hague Convention also provides that belligerents are forbidden to use neutral ports and waters as a base for naval operations. Practically all of the articles of international law deal with radio telegraph communications, rather than with broadcasting. The 1922 convention of jurists at The Hague established the principle of maintaining communications operations, especially radio, as normal as possible by neutral nations. Article IV of this Commission's rules, provide "a neutral power is not called upon to restrict or prohibit the use of radio stations which are located within its jurisdiction except so far as may be necessary to prevent the transmission of information destined for a belligerent concerning military information."

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NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

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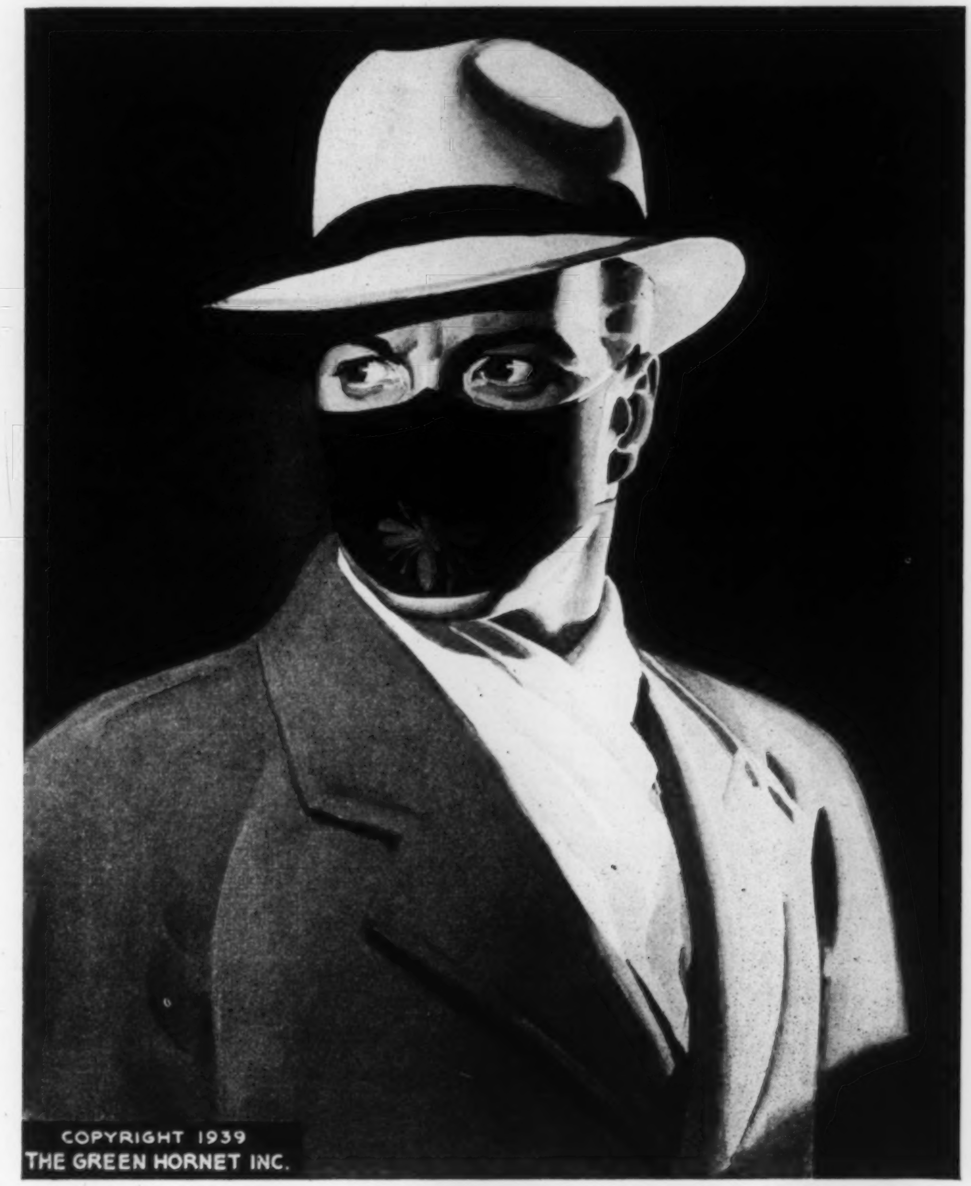

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THE GREEN HORNET INC.

America's number one thriller — produced by the same organization which gives you "The Lone Ranger"

●

Transcriptions now available in all markets — subject to prior sale.

Write or wire for the "Green Hornet" case history.

●

KING-TRENDLE
BROADCASTING
CORPORATION
Station WXYZ
Detroit, Michigan

TRANSCRIPTIONS

The FHA Sends an Invitation to Sponsors

Aids Stations in Developing a Potential Field of Building Industry Income

By GEORGE T. VANderHOEF

Chief, Radio & Motion Picture Section
Federal Housing Administration

MR. VAN der HOEF

FIRST radio effort of the FHA five years ago presented Hilmar Baukhage in a Saturday evening network series, 'The Master Builder'. A lot of FHA radio words have gone over the kilocycles since that time, and FHA has learned a lot about radio's ability to influence people. So have cooperating sponsors. Meanwhile the 'Master Builder' has had a few offspring, whose conception can be traced to the mental faculties of the author. His newest idea takes a practical approach to Radio by The American Plan.

FIVE YEARS ago last month Hilmar Baukhage, now NBC's commentator in Europe, went on the air as *The Master Builder*. It was a far cry from war-torn Europe and the sound of saw and hammer were strangely dissimilar to the shriek of the air-raid sirens which punctuate Baukhage's resonant sentences today.

But *The Master Builder* was a significant program in many ways. Not only did it represent the debut of a character which during four active years established a warm place in the heart of thousands of home-owners, but it also represented two other "firsts" which time has shown to be of even greater importance.

The Master Builder program heralded the radio debut of the then infant Federal Housing Administration and gave to the great sprawling building industry not only a taste, but also a sustained example of the usefulness of radio as a coordinating and selling medium. During the life of this program FHA grew from a small organization to one which transacted over two billion dollars worth of business. Hundreds of thousands of American home-owners benefited from its activities and the building industry began to take heart and see profits for the first time in almost a decade.

Sponsored Programs

Under the leadership of the first Administrator, James A. Moffett, FHA organized its radio activities primarily to inform the public of the provisions of the new-born National Housing Act. Under the guidance of Mr. Moffett's successor, Administrator Stewart McDonald, these activities were patterned progressively along lines leading to eventual liquidation of sustaining programs in favor of commercially sponsored ones. In other words, Administrator McDonald envisaged the time when educational activities in the housing field could logically be turned over to those with a primary interest to be served. However, the lag between hypothesis and axiom is frequently great and FHA was realistic enough to see the wisdom of example rather than dictation. *The Master Builder* and such other programs as *The House Detective* with Roger B. Whitman, *Hometown, Your Home & Mine, Martha Holmes* and a score of other network, serial sustaining programs, served as useful examples to demonstrate to finance and industry the practicability of the medium of radio in the housing field.

In 1936 the first attempt at transference of responsibility was made. Through the now widely used transcription series *Famous Homes of Famous Americans*, the ice was broken. These programs were designed for either local sponsorship or a sustaining bases. Encouragement, however, was given to sponsored presentation. As could have been forecast, acceptance of this principle was slow and out of the 500 odd stations which presented this series only about half obtained sponsors. With the issuance of the second *Famous Homes* series in 1938, however, the picture began to change rapidly and while this series is still in circulation all evidence is overwhelmingly to the effect that when final tally is taken sponsorship will be around 90%.

With the foregoing as a background, FHA is entering its fifth year of broadcasting this month with a fundamental change in policy. Beginning Oct. 1 emphasis will be taken away from the FHA's own production activities and centered upon the stimulation of production activities on the part of private industry. This means that the FHA will encourage the use of radio by finance, building and allied industries.

Questionnaire Data

As a preliminary step, a questionnaire was sent the commercial managers of all radio broadcasting stations. Issued in late July, this questionnaire sought the frank opinions of the commercial managers on four points:

1. Did they feel building, its allied industries and finance offered a fruitful source of potential revenue?

2. Had they carried an appreciable number of such programs in the past?

3. Had an appreciable number of such programs tied-in with the program of the FHA?

4. In what way did they believe the FHA could be of assistance in encouraging such business?

The returns were gratifying. The following conclusions were drawn from these answers:

1. That most commercial managers felt building, its allied industries and finance offered a fruitful potential field of revenue but one which to date remained practically untapped.

2. There was a great variance in the replies as to the number of such programs carried by various stations in the country. Apparently a fair number of stations, in all sections of the country, with energetic commercial departments had found a profitable source of revenue in such accounts.

3. Such stations reported that the majority of these programs were tied-in with the program of the FHA.

4. Practically all of the stations were unanimous in the opinion that the Federal Housing Administration has already made progress in stimulating interest in promotional work on the part of building and its allied industries. They were practically unanimous in expressing the opinion that the FHA could render signal service to the radio industry by encouraging this type of work more extensively. The commercial managers were profuse in the number of helpful suggestions concerning the stimulation of such encouragement.

FHA is paying careful attention to all such suggestions and anticipates that within the coming year by far the large majority of them will be carried into effect.

A Sales Forum

In line with the expressed wishes of the radio industry, FHA's Radio & Motion Picture Section will issue a letter once a month during the fall and winter to all managers of commercial broadcasting stations incorporating a typical sales technique, an experience successfully undertaken by one of the broadcasting stations of the country in developing commercial programs tying-in with the FHA.

In addition, an analysis is under way of the coverage areas of all commercial broadcasting stations of the country so that in the coming months the FHA will be able to supply the commercial manager of each station—upon request—with a breakdown list of the total potential business available in his coverage area. This means, for example, that the following information will be available in connection with the modernization and repair program of the FHA: How many eligible financial institutions there are in a given coverage area; how much FHA business has been done in the past and is currently being done; how many hardware stores, paint dealers, contractors, plumbing concerns, etc., are in the same coverage area.

The same information will be available in connection with the Insured Mortgage Program in informing the commercial managers of the number of eligible mortgages in his coverage area; the amount of business FHA has done and is currently being done; the number of contractors, operative builders, etc., who offer a potential market. In addition, with the cooperation of the major networks, an effort will be made in their major sales areas to have sales representatives of these networks illustrate to national advertisers in terms of the total potential national housing business what their potential radio sales opportunities are.

FHA has been gratified with the amazing reception its few preliminary excursions into this field have received. As a test program, NBC, through its Thesaurus Service, on Sept. 15 began offering as part of its regular script service to its subscribers a series of 13 script programs tying-in with the activities of the FHA [BROADCASTING, Sept. 15]. These programs feature letters from the nationally known housing authority, Roger B. Whitman, and have been based upon the type of program the FHA has found to be greatly in demand by commercial sponsors.

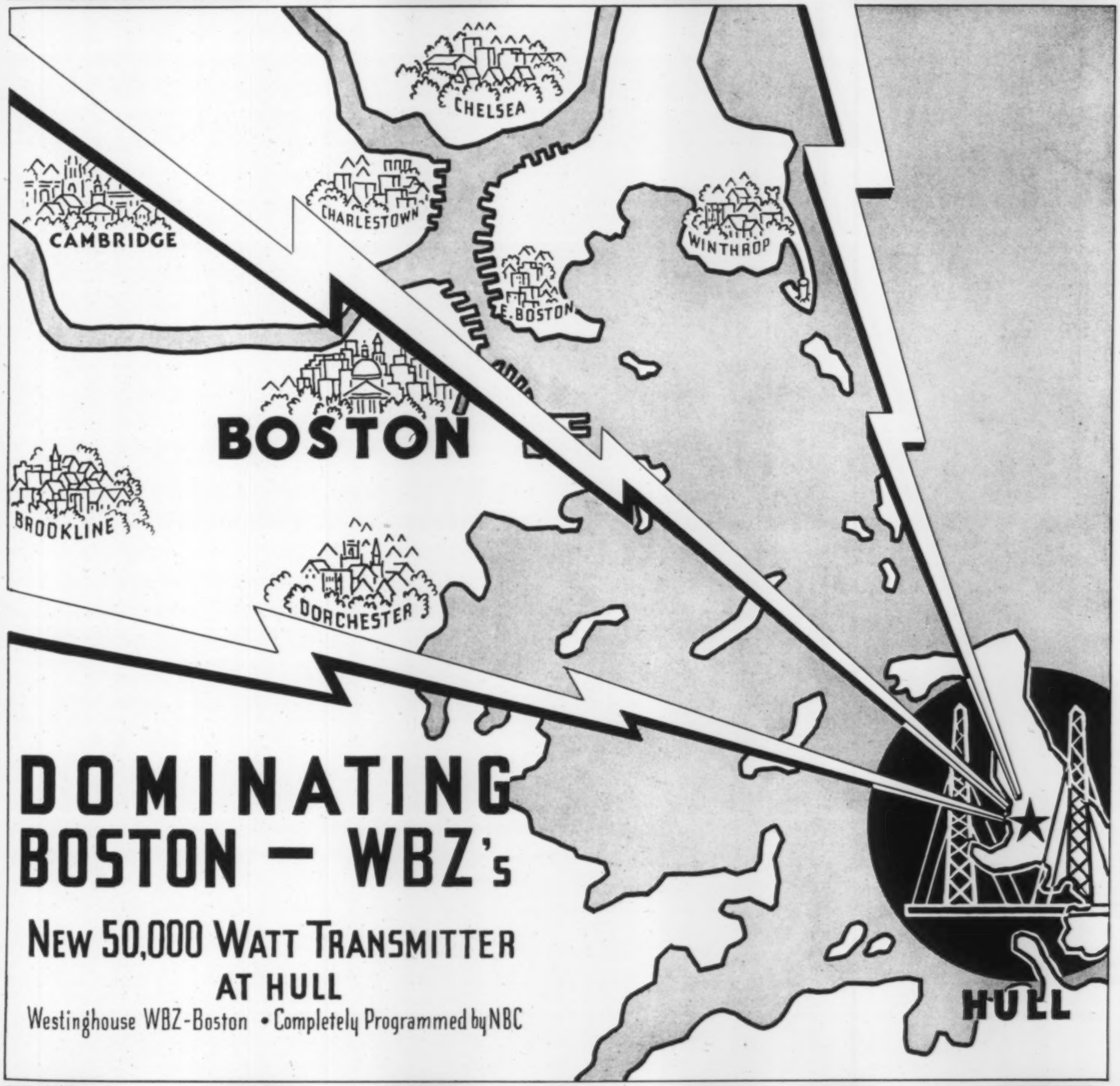
After five years of activity it is felt by FHA that the "log-jam" in housing has been broken and the rapidly increasing volume of business done by the FHA gives tangible indication that the housing "snow-ball" has begun to roll.

Wm. R. Warner Change

WM. R. WARNER Co., New York, will not sponsor its usual Warden Lawes program for Sloan's Liniment on NBC this fall, but will use instead Cal Tinney's *Youth vs. Age*, an audience participation program tested last June on 2 NBC-Red stations for Vince, another of the company's products. The new program starting Oct. 14 will be heard for the liniment on the NBC-Blue network, Saturdays, 8:30 to 9 p. m. Warwick & Legler, New York, handles the account.

XUM

WBZ

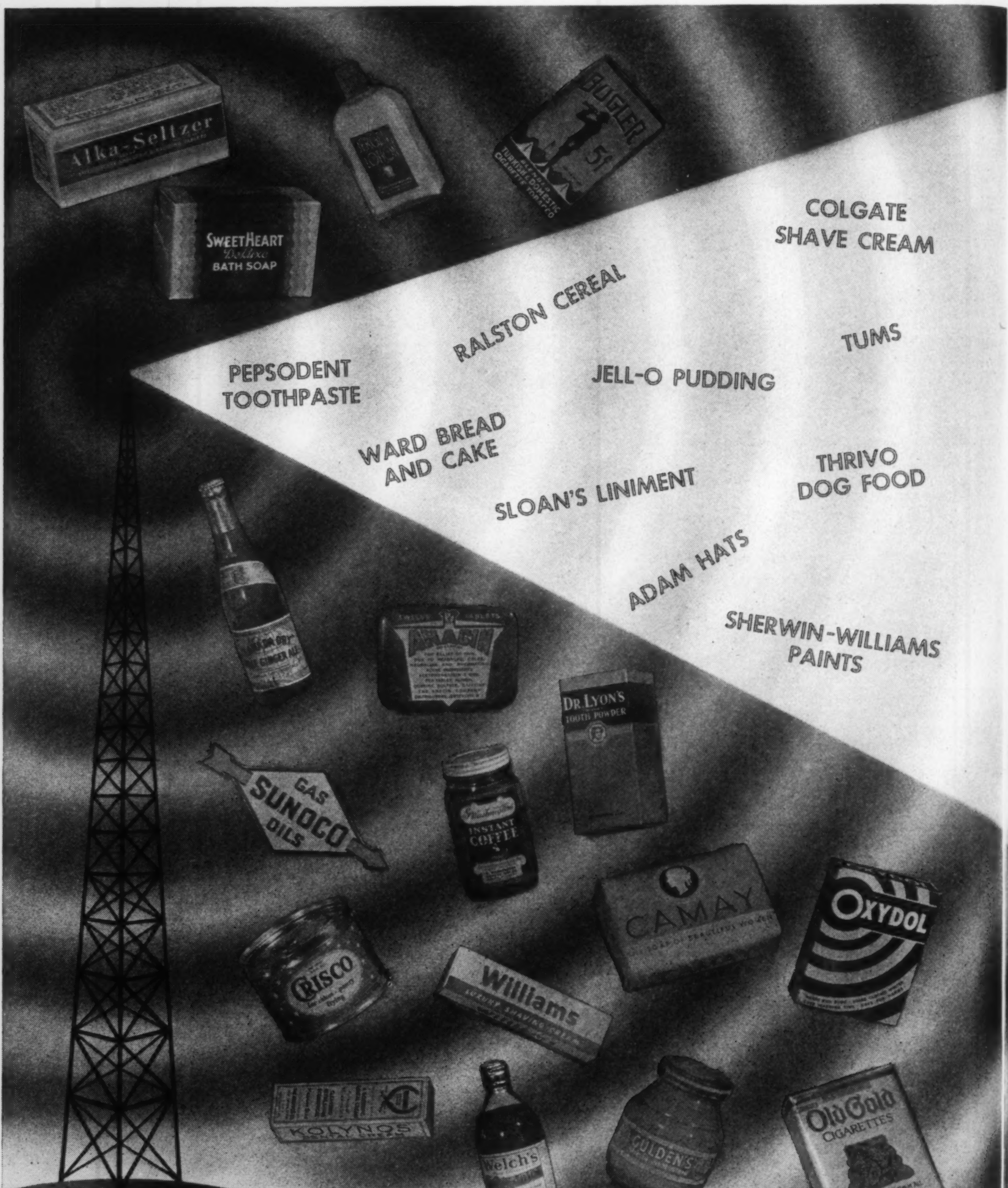

CHELSEA
CAMBRIDGE
CHARLESTOWN
WINTHROP
E. BOSTON
BOSTON
BROOKLINE
DORCHESTER
HULL

DOMINATING BOSTON — WBZ's

New 50,000 Watt Transmitter at Hull

Westinghouse WBZ-Boston • Completely Programmed by NBC

BOSTON


Alka-Seltzer
SweetHeart
Deluxe
BATH SOAP
BUGLER
5¢
TURKISH & DOMESTIC
CIGARETTE TOBACCO
COLGATE
SHAVE CREAM
RALSTON CEREAL
TUMS
PEPSODENT
TOOTHPASTE
JELL-O PUDDING
WARD BREAD
AND CAKE
THRIVO
DOG FOOD
SLOAN'S LINIMENT
ADAM HATS
SHERWIN-WILLIAMS
PAINTS
GINGER ALE
DR. LYON'S
TOOTH POWDER
GAS
SUNOCO
OILS
INSTANT
COFFEE
CAMAY
OXYDOL
CRISCO
Williams
KOLYNOS
Welch's
GULDEN'S
Old Gold
CIGARETTES

Accent on Experience

...AS 14 MORE ADVERTISERS BUY BLUE!

GROVES BROMO QUININE

WOODBURY SOAP

FLEISCHMANN'S YEAST

MUSTEROLE

We believe it's real news, when this fall fourteen more experienced and canny advertising buyers like these join the Blue Network's ever increasing list of clients. Here they are:

Adam Hats (fight broadcasts on Fridays)	*10:00 PM till finish*	
Colgate Shave Cream	*9:45 — 10:00 PM*	*Sunday*
General Foods (Jell-O Pudding)	*8:00 — 8:30 PM*	*Tuesday*
Groves (Bromo Quinine)	*8:00 — 8:30 PM*	*Monday*
Jergens (Woodbury Soap)	*9:15 — 9:30 PM*	*Sunday*
Lewis Howe (Tums)	*8:30 — 9:00 PM*	*Wednesday*
Modern Food (Thrivo Dog Food)	*5:00 — 5:15 PM*	*Sunday*
Musterole	*8:30 — 9:00 PM*	*Friday*
Pepsodent (Toothpaste):	*7:30 — 8:00 PM*	*Sunday*
Ralston Cereal	*5:45 — 6:00 PM*	*Mon. thru Fri.*
Sherwin-Williams (Paints)	*5:30 — 6:00 PM*	*Sunday*
Ward Baking Co. (Bread and Cake)	*8:30 — 9:00 PM*	*Thursday*
Warner (Sloan's Liniment)	*8:30 — 9:00 PM*	*Saturday*
Standard Brands (Fleischmann's Yeast)	*11:45 — Noon*	*Mon. thru Fri.*

We believe they share our convictions that this network is 1939's most economical advertising investment.

That's due, of course, to the famous Blue Discount Plan . . . which enables advertisers to "go National" on a truly modest budget.

By the way, there are still *good evening time periods open!*

IMPORTANT ANNOUNCEMENT

On September 22, KVOD, Denver, commenced operation on 630 kc — one of the best frequencies on the dial—which means greatly improved Blue Network coverage in this very productive market.

PALMER MATTRESS
IVORY FLAKES
For Safe washing of fine things. For Dishes—to keep hands smooth

NBC *Blue* NETWORK

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

XUM

NAB Makes Music Fund Plans As Head of Project Is Sought

Rosenbaum Being Mentioned by Industry Leaders; Formula for Fund Raising Is Considered

QUEST for an outstanding figure in the music or radio world to head the $1,500,000 Broadcast Music Inc. project is going forward by the NAB as preliminaries are being whipped into shape for the venture, designed to inject competition into the copyright music field and force ASCAP to deal equitably.

While Neville Miller, NAB president, who espoused the independent music corporation plan after negotiations with ASCAP had collapsed, has interviewed a number of music experts in connection with the Broadcast Music post, no selection has been made. Some thought had been given to retention of Sydney M. Kaye, New York attorney, and counsel for the NAB in drafting of the plan as president of Broadcast Music Inc., but his selection is regarded as unlikely. Unquestionably he will be asked to remain as chief counsel when the project crystallizes.

Rosenbaum Suggested

The name of Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, has cropped into the preliminary discussions. Mr. Rosenbaum, himself an amateur composer and vice-president of the Philadelphia Symphony Orchestra, proved a potent figure at the Chicago convention Sept. 15. His address defining the background of the music situation and the scope and purpose of the new corporation was hailed as an important factor in bringing about the unanimous vote for the project.

A number of influential broadcasters, it was understood, had suggested that Mr. Rosenbaum be drafted, at least temporarily, to head the enterprise because of its fundamental importance to the future of broadcasting. Whether this move will develop, however, appeared to depend upon the progress made by the directors of the new corporation designated at the convention.

While President Miller is seeking to expedite the preliminary phases of the plan in order to get the entire project underway as speedily as possible, some difficulties have developed. Registration of the stock of the corporation with the Securities & Exchange Commission is expected to require at least another fornight.

The first barrier to be surmounted, it is understood, is that of agreement by the broadcast music directors on the proportionate payments to be made to the corporation, for both stock and license fees after the first year of the project. The Chicago convention adopted a resolution under which stations and networks alike would pledge a fund made up of 50% of their payments to ASCAP in 1937. Station members of the committee, it is reported desire a basis under which the networks would contribute a percentage of their gross receipts, rather than of their payments to ASCAP in 1937. The networks, on the other hand, have urged that they be assured that the 50% formula will not be altered.

President Miller, at the convention, asserted the 50% fee by the networks would amount to $403,000. Opponents of this method of payment contend that the networks should subscribe in the future on the basis of a given percentage of their gross income, which is the same basis prescribed for other stations, which have paid ASCAP on the basis of 50% of their income plus an arbitrary sustaining fee.

Members of the proposed Broadcast Music board, in addition to President Miller, are Walter Damm, WTMJ, Milwaukee, representing newspaper stations; John Elmer, WCBM, Baltimore, for independent stations; Edward Klauber, executive vice-president, for CBS; Lenox R. Lohr, president, for NBC; Mr. Rosenbaum, representing IRNA, and John Shepard 3d., representing regional networks.

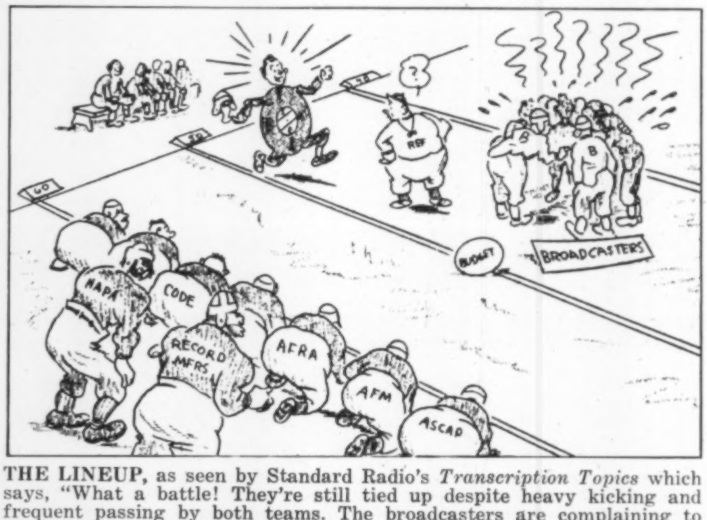
Once the network pledges are received, it is expected the board will immediately take action on appointment of an executive head for the project. When that is accomplished, it is assumed district meetings will be scheduled throughout the country for the actual solicitation of the million-and-a-half dollar fund. President Miller and members of his staff presumably will make a fast tour for that purpose, since time is regarded as of the essence, with existing ASCAP contracts expiring at the end of 1940.

Meanwhile, no further word has emanated from the ASCAP camp. It was revealed during the convention [BROADCASTING, Sept. 15] that ASCAP had offered a new type contract to certain stations providing for network clearance at the source. This contract provided for abolition of the so-called sustaining fee and substitution of a new fee equivalent to 5% of the amount which the station estimates as its annual operating overhead. On all receipts exceeding this predetermined sum, the station would pay an additional 5% royalty with income from networks deducted. The latter provision would make way for network clearance at the source.

Mr. Kaye, regular copyright counsel for CBS, was instrumental in drafting the fundamental plan adopted by the convention. He was assisted by Stuart Sprague, former NBC attorney now in private practice in New York. Because of Mr. Kaye's CBS affiliation, it was understood the NAB board was dissuaded from considering him for the executive post with Broadcast Music Inc., although it was tacitly agreed that he should be retained as counsel because of his wide experience in the music publishing and copyright fields.

As soon as the preliminary SEC registration is completed, it is expected broadcasters will receive forms of license agreements and stock agreements along with a prospectus from Broadcast Music Inc. The logical first step, it is believed, will be to make a thorough analysis of radio's musical needs, based on records of numbers actually performed during recent years.

An inventory of public domain music performed, public domain arrangements, availability of tax-free transcription catalogs and pertinent data also will be determined. In the popular field, a study of ASCAP has revealed, it is reported, that there are only a few hundred ASCAP members currently creating new music and that a great deal of writing talent not within ASCAP is available. The plan is to seek to attract this non-ASCAP talent to radio. Moreover, a number of foreign societies, which have working arrangements with ASCAP, might be open to proposals from the new radio organization.



THE LINEUP, as seen by Standard Radio's *Transcription Topics* which says, "What a battle! They're still tied up despite heavy kicking and frequent passing by both teams. The broadcasters are complaining to Coach NAB that ASCAP is guilty of clipping and should be penalized. They're warming up Tax-Free Music and may put him in as regular guard against that All-American Setback, License Fees. They're going into a huddle now with Captain Miller calling the signals. But wait—here's a substitution by the Broadcasters! It's Discs for Records! Yessir, here's betting it'll be a shift to Discs to carry the budget right into the profit zone! Okay team, here we go!"

Dill Asks Change In Copyright Act To End Difficulty

Declares Amendments to Law Would Solve ASCAP Issue

SOLUTION of the "never-ending radio ASCAP - musical - copyright fighting" through enactment of a simple amendment to the antiquated Copyright Act of 1909, providing a "payment-for-use plan", was advocated Sept. 29 by former Senator C. C. Dill, co-author of the Dill-White Radio Act of 1927 and the Communications Act of 1934.

The former legislator from the State of Washington, now a practicing attorney in Washington, D. C., declared that under such a plan those who reproduce copyrighted music for profit would be "required to pay for the music used and no more". His suggestion was in line with proposals repeatedly endorsed by broadcasters, through NAB, for a "pay-as-you-use" or "per program" method, in lieu of the percentage-of-gross formula insisted upon by ASCAP.

Mr. Dill declared that "block booking" licenses, covering the use of all music controlled by a combination of copyright owners as a prerequisite to the use of any of its music, would no longer be compulsory under his recommendation.

Praises NAB Project

"ASCAP's present method of compelling those desiring to use any of its music, to pay for a license to use all of its music, is so intolerable and indefensible, that Congressmen and Senators can readily be convinced of the justice and fairness of this amendment," Senator Dill asserted.

"The plan to set up a library of musical copyrights and public domain music to be owned by the broadcasting stations, is most commendable. It will be a great defense and protection against unreasonable demands by ASCAP in the future, but it does not solve the problem of securing the use of ASCAP's music on fair and reasonable terms.

"Even with this library of music available, it will be impossible to induce all radio stations to refuse to sign the proposed 'block booking' ASCAP contracts. When some stations sign, then the others will conclude they are compelled to sign. This will break the solid front which the radio industry should present in its fight with ASCAP.

"The public wants to hear ASCAP's music. Much of its good copyrighted music will remain copyrighted for from 40 to 50 years in the future. Radio stations will want to use that music. ASCAP is entitled to be paid for whatever music is used for profit. Unless the law is changed, ASCAP will almost certainly force the acceptance of its contracts on radio users for another period of years.

"On the other hand, the passage of the proposed amendment would make it impossible for ASCAP to compel users of any of its music to sign these 'block booking' contracts for all its music, and the even more unfair part of the contracts giving ASCAP a flat per-

(*Continued on page 67*)

5 *out of* 6

THE success of any research organization — in reputation for integrity and usability of results obtained—depends almost entirely on the type of men employed, as well as on how they are trained.

Hooper-Holmes has ever realized and appreciated the full importance of this. Our men are rigidly selected, rigidly trained, rigidly supervised.

But then, let the following incident tell its own story.

Recently one of the nation's largest publishing companies asked us to conduct an intensive survey for them.

This job was so important to our client that a major executive worked closely with our men for one week. He made a point of checking up on the men, the work they did, how they did it.

Later, when the entire job had been turned over to his company, this executive said: "I met each of the six men. They were of such high calibre that I would readily hire five of them for our company—and that's not saying anything against the sixth man, either."

This executive discovered for himself the secret of why Hooper-Holmes research is usually so satisfactory, in integrity and usability, for its ever-expanding list of important agency, publisher, radio and manufacturer clients.

It is not our policy to publish the names of our clients. However, if in the market for any type of research or survey, we will gladly furnish a list of references you may consult for first-hand opinions of our service.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Nelson and Yoder Given New Posts

Former Now Heads KPO-KGO; Yoder Manager of KOA

A. E. NELSON, for the past year sales manager of NBC's Blue Network, on Oct. 1 becomes general manager of KPO and KGO, San Francisco outlets for the Red and Blue network respectively. On the same date Lloyd E. Yoder, former manager of these stations, moves to Denver as manager of KOA, Red outlet in that city. R. H. Owen, formerly manager of KOA, remains at that station as assistant to Mr. Yoder. All three stations are operated by NBC, although of the trio it owns only KPO, KGO and KOA being owned by General Electric Co. but managed by the network.

Mr. Nelson

Mr. Yoder

Mr. Nelson is one of broadcasting's pioneers, having entered radio in 1923 when he founded WIBO in Chicago, remaining as its principal owner until 1933, when the station was discontinued under the "overquota" provision, since repealed, of the radio law. In 1934 he joined NBC and shortly was appointed general manager of KOA. Three years later he was made manager of KDKA, Pittsburgh, and in 1938 moved into NBC's New York headquarters as sales manager of the Blue Network.

Yoder's First Shift

This move was the first in a consistent campaign for strengthening the Blue that culminated this summer with the appointment of Keith Kiggins, previously manager of station relations, as Blue director, to coordinate all activities of NBC's sales, program, promotion, stations and press departments as they affect the Blue Network. Mr. Kiggins' department will absorb the duties performed by Mr. Nelson as Blue sales manager, it was stated.

In moving to Denver, Mr. Yoder leaves San Francisco for the first time in his radio career. Joining the NBC staff in that city as an announcer, shortly after its organization, Mr. Yoder was next made press representative and later manager of the press division on the West Coast. In 1937 he was appointed manager of NBC's San Francisco offices, with jurisdiction over KPO and KGO.

The transfers were announced by William S. Hedges, vice-president in charge of NBC's stations department, to whom both Mr. Nelson and Mr. Yoder, as managers of network operated stations, will report.

ALKA-SELTZER *National Barn Dance* on Sept. 30 celebrated its sixth anniversary on NBC-Blue. The show started on WLS, Chicago, in April of 1924 with a program of American folk songs and popular tunes, retaining its original characteristics throughout 15 years of uninterrupted broadcasting.

Independents Ponder Baldwin As NIBI's Executive Director

POSSIBILITY of retention of James W. Baldwin, former managing director of the NAB, as executive director of National Independent Broadcasters Inc. was seen with the reorganization of the independent group on a permanent basis, approved last month.

Mr. Baldwin

Preliminary conversations, it was learned, already have taken place between Mr. Baldwin and members of the new NIBI board. It was decided at the independents' convention in Chicago Sept. 14, held in conjunction with the NAB special copyright convention, to incorporate the organization and retain a secretary-treasurer.

It is presumed the discussions with Mr. Baldwin were in connection with his appointment to the latter post, now temporarily held by Lloyd Thomas, KGFW, Kearney, Neb. H. A. LaFount, former radio commissioner and head of the Bulova radio interests, was elected president, and Edward A. Allen, WLVA, Lynchburg, former NIB president, was elected vice-president.

Scale of Dues

In setting up a scale of dues for independent stations, ranging from $3 to $15 per month, it was concluded that NIBI should have a paid executive. Such issues as phonograph record licensing, labor, and other matters peculiar to independent stations, it was felt, should be handled by a full-time executive rather than on a hit-and-miss basis.

Mr. Baldwin retired from the NAB Feb. 15, 1938, after a three-year tenure, at which time the trade association was completely reorganized. His post as managing director had been abolished. Former principal owner of WGH, Newport News, Va., a local independent, Mr. Baldwin is thoroughly familiar with actual operating problems confronting that classification of station. Before joining the NAB, he was secretary of the Federal Radio Commission. He now maintains a law practice in Washington.

In informed quarters, it was stated that no definite arrangement had been made with Mr. Baldwin, who was present at the Chicago sessions. Presumably, NIBI desires to canvass the independent field on the permanent organization, which would become affiliated with the NAB, before embarking on plans for a permanent office staff. It is understood others also have been considered in connection with the post.

The NIBI plan parallels to some extent that adopted by Independent Radio Network Affiliates, which likewise agreed to set up a permanent organization at the NAB convention and establish a $20,000 budget for it first year [BROADCASTING Sept. 15]. Thus far, however, there has been no indication from IRNA regarding its personnel plans.

Herzog Manages WTMJ

APPOINTMENT of L. W. Herzog, public service manager of the *Milwaukee Journal*, as manager of its station, WTMJ, was announced Sept. 22. He succeeds Don B. Abert, who has assumed an executive position on the newspaper. Walter J. Damm, general manager of all *Journal* radio activities, continues in the same capacity, a post he has held for more than 15 years. He has been with the *Journal* since 1916. Mr. Herzog as public service manager of the *Journal*, has directed much of the company's experimental radio work as assistant to Mr. Damm.

New Joe Lowe Discs

JOE LOWE Corp., New York, which has been sponsoring the thrice-weekly half-hour *Buck Rogers* transcriptions on 100 stations in the interests of Frozen Popsicles, on Sept. 18 started the program on 18 stations for doughnut flour mix. Three to four stations per week will be added for the next five weeks, some of which are signed on a local basis by bakers in different sections of the country. Station list to date follows: WGAR KDKA WBNS WGR WFBL WOKO WCKY KHQ WFIL KLZ KSD WEEU WSAN WMBD WDWS WDZ KHJ WHB. Biow Co., New York, handles the account.

THE "Pals of the Golden West," a girl and four youths who sing old-time songs on KOIN-KALE, have gone to Hollywood to appear in a Gene Autry film at Republic Studios.

NIGHT POWER JUMP GIVEN 22 LOCALS

TO THE 106 local stations authorized during the first two weeks in September to increase their powers to 250 watts fulltime [BROADCASTING, Sept. 15], the FCC on Sept. 19 and 26 added 22 more in line with its new rules reclassifying stations, which became effective Aug. 1.

On Sept. 19 the following eight stations were granted night power boosts to 250 watts: WJIM, Lansing, Mich.; WSAY, Rochester, N. Y.; KTEM, Temple, Tex.; WDAN, Danville, Ill.; WKAT, Miami Beach, Fla.; KNOW, Austin, Tex.; KRMC, Jamestown, N. D.; WIBM, Jackson, Mich.

On Sept. 26 the same grants were made to the following 14 stations: WMFF, Plattsburg, N. Y.; WJBK, Detroit; WJW, Akron; WPAD, Paducah, Ky.; KGFW, Kearney, Neb.; KOME, Tulsa; WHDF, Calumet, Mich.; WBOW, Terre Haute, Ind.; KVOL, Lafayette, La.; KGFF, Shawnee, Okla.; KVWC, Vernon, Tex.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.; KGLO, Mason City, Ia.

Skelly Adds 4

SKELLY OIL Co., Kansas City, has added these stations to its list carrying the five-weekly transcribed quarter-hour show *Captain Midnight:* WTCN, Minneapolis; KROC KYSM KFAM (Minnesota Network). WCCO has been deleted from the list of 25 stations [BROADCASTING Sept. 1]. Blackett-Sample-Hummert, Chicago, is agency.

Funds Are Sought To Operate IRNA

Executive Committee Seeking $20,000 for First Year

FOLLOWING through on action in Chicago last month establishing Independent Radio Network Affiliates as a permanent organization, the IRNA executive committee Sept. 28 solicited all independently-owned network outlets for first contributions. A budget of $20,000 is sought for the first year, unless other contingencies arise, with provisions made for retention of paid employes and counsel.

In a notice to all affiliates dispatched by Samuel R. Rosenbaum, IRNA chairman and president of WFIL, stations were asked to pay as annual dues a sum equal to their highest published quarter-hour rate. The stations also were notified of the platform principles at the Chicago convention Sept. 24, as well as the bylaws of the permanent organization [BROADCASTING, Sept. 15]. Not only the copyright problem but negotiations or dealings affiliates may face with national organizations in the field of labor confront the IRNA, the notice pointed out. Employment contracts with the American Federation of Musicians expire in January, 1940, a year before current ASCAP contracts terminate, it was pointed out.

Copyright Unity

In addition to these matters, IRNA has placed itself on record for revision of network operating practices construed as vital "not only for improvement of broadcasting for the listener, but to protect the economic structure essential to preserve our ability to render a good service to the public."

Regarding copyright, the letter stated that whatever course is taken in the negotiations with ASCAP, or whatever instrumentality is set up by the industry to supply its needs in the event a satisfactory deal cannot be made with ASCAP, "it is evident that the only hope of the affiliates to obtain and preserve an equitable relationship in the copyright formula is to be represented as a group by their organization, properly equipped to speak for the affiliates and take their part."

In addition to Mr. Rosenbaum, other members of the executive committee who signed the letter, were Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati, and John Shepard 3d., WNAC, Boston.

Goodyear Drive

GOODYEAR TIRE & RUBBER Co., Akron, during the week of Sept. 25 started a campaign for tractor tires using quarter-hour programs titled *Your Goodyear Country Neighbor* on 20 stations in large farm areas at different periods between 12 noon and 1 p. m. Program features transcribed music by Louise Massey and Westerners with local farm news, market quotations, and planting information by local farm commentators. More stations may be added to the list after the first 13 weeks, according to Arthur Kudner, New York, the agency in charge.

NOW HEARD From
Coast to Coast
For RALEIGHS

WADC—Akron
WCKC—Albany
WCAO—Baltimore
WEEI—Boston
WGR-WKBW—Buffalo
WBBM—Chicago
WCKY -Cincinnati
WGAR—Cleveland
WBNS—Columbus
KLZ—Denver
KRNT—Des Moines
WJR—Detroit
KARM—Fresno
WDRC—Hartford
WFBM—Indianapolis
KMBC—Kansas City
KFAB—Lincoln
KNX—Los Angeles
WABC—New York
KOIL—Omaha
WCAU—Philadelphia
WJAS—Pittsburgh
KOIN—Portland
WPRO—Providence
WHEC—Rochester
KMOX—St. Louis
KSL—Salt Lake City
KSFO—San Francisco
KIRO—Seattle
KFPY—Spokane
WFBL—Syracuse
KVI—Tacoma
WJSV—Washington

★

PAUL SULLIVAN, brilliant WHAS news reporter, was selected by Brown & Williamson Tobacco Co. to carry their message to the Nation over the Columbia Network. WHAS is happy to share this outstanding personality with these other affiliates of the Columbia Broadcasting System.

WHAS

820 Kilocycles 50,000 Watts

BASIC COLUMBIA OUTLET

owned and operated by

THE COURIER-JOURNAL -- THE LOUISVILLE TIMES

Associated Oil Grid Schedule Involves Expense of $250,000

Eighty-eight Games to Be Broadcast in Far West; Three Network Groups, Independents Lined Up

A TOTAL of 87 stations in six Western States and Hawaii will broadcast a total of 88 collegiate football games for Tide Water Associated Oil Co., Associated Division, Harold R. Deal, advertising and sales promotion manager, announced Sept. 25 in San Francisco.

The expenditure this year, the 14th consecutive year of football broadcast sponsorship by the oil firm, will be approximately the same as last year, an estimated quarter-of-a-million dollars, Mr. Deal said. The figure includes station time, sums paid to colleges, salaries of the young army of commentators and assistants, and sales promotion.

Starting in 1925 with a two station hook-up, the broadcasting of football under Associated sponsorship has steadily increased to a point of where, during the coming season, Associated has selected NBC Red, CBS and Mutual-Don Lee networks, supplemented by independent stations where networks do not have outlets.

Network Facilities

An innovation this year is the decision by Associated to use complete network facilities on all games to be carried on the Pacific Coast chains, thus making for a greatly increased volume of football to be aired during the season. The schedule calls for the covering of all games of Pacific Coast Conference teams, as well as complete schedules of St. Mary's, Santa Clara, the University of San Francisco, Loyola and Gonzaga.

NBC had threatened a break with Associated this year if the oil firm insisted on tying up the entire Coast network for the release of games over only a few of the NBC affiliates, leaving the others to fill with their own programs. Don Gilman, NBC vice-president, had stated this had been too costly to the affiliates in the past and had prevented them from obtaining any other network show because the lines were tied up by Associated [BROADCASTING, Sept. 15].

The Friday night and Sunday games scheduled for the San Francisco Bay area are to be handled this year by KQW, San Jose, Mr. Deal stated. In the Los Angeles area similar coverage is planned, using KFAC on the Loyola Friday night and Sunday afternoon schedule as well as for a Friday night game between UCLA and Texas Christian. General plans anticipate coverage throughout Arizona, California, Nevada, Oregon, Washington, Idaho and Honolulu and Hilo in Hawaii.

The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers, both in the broadcast booth and on the field. One change in technique this year provides for the commentator to give the selling commercials, rather than switching back to the broadcast studio for the station announcer to give it.

All sportscasters who will handle broadcasts for Associated held a two-day conference in San Francisco Sept. 11-12, with Coach E. P. (Slip) Madigan, of St. Mary's College, giving the broadcasters thorough instruction in systems of play. Mr. Deal and L. L. Lovett, advertising assistant at Tidewater, also attended.

Sportscasters expected to handle the schedule in the West include:

Los Angeles area, Frank Bull and Mike Frankovich; San Francisco area, Doug Montell, Phil Ray and Ernie Smith; Oregon area, Stan Church and Art Kirkham; Seattle area, Ted Bell; Spokane area, Del Cody; Lewiston, Idaho, Roy Klise; Boise, Idaho, Roy Seville. John Carpenter, Northwest advertising representative of Associated will handle roving pickups at various points.

Promotion Drive

As in the past, Associated has an elaborate merchandising campaign in which thousands of Associated dealers play a major role. Poster boards will be maintained at all dealers, with current, concise copy pertinent to the grid sportscasts that brand the "Smiling Associated Dealer" as a co-sponsor of the broadcasts. There will be colorful cards inserted in the clip board on which the gasoline customers sign for credit card receipts, seen time after time by the customer as he makes purchases. The weekly window sportscast posters will be mailed from San Francisco to the dealers each week. They will carry all the games, with stations, times and points of origination of sportscasts to be heard in the dealer's particular area during the next week-end.

Associated is publishing a Dealer's Pocket Schedule for customers. The pocket schedule is issued in two editions, the first covering September and October, the second November and December.

ALL SPORTSCASTERS of Tide Water Associated Oil Co. who will handle Pacific Coast football broadcasts during the 1939 season held a two-day conference in San Francisco Sept. 11-12. Coach E. P. (Slip) Madigan (at blackboard), of St. Mary's College, gave instruction in systems of play. In foreground are Harold R. Deal (left), advertising and sales promotion manager of Associated, and L. L. Lovett, advertising assistant.

To keep dealers enthused, Associated has planned a contest in which dealers pick the winners of 20 games per week. They are required to mail their replies not later than Thursday prior to the games. The contest has three weekly prizes for nine consecutive weeks. A Football Display Contest runs Oct. 1-Dec. 1. Prizes will be awarded by Associated for the best displays using football sportscasts as a theme. There will be four prizes in cash for each of the seven sales districts on the Pacific Coast.

The Associated Oil account is handled by Lord & Thomas.

The complete schedule of games, as of Sept. 28, follows:

SEPT. 17

U. S. F.-St. Mary's of Texas, KQW.

SEPT. 22

Loyola-Redlands, KFAC.

SEPT. 23

W. S. C.-Gonzaga, KGA KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ.
U. S. F.-San Jose State, KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS.

SEPT. 27

Loyola-Whittier, KFAC.

SEPT. 29

U. S. F.-Hardin Simmons, KQW.
U. C. L. A.-Texas Christian, KFAC.

SEPT. 30

Washington-Pittsburgh, KOMO KHQ.
U. S. C.-Oregon, KFI KMJ KMED KGW KTAR KVOA.
Stanford-O. S. C., KSFO KNX KARM KOH KROY KOIN KIRO KVI KFPY (wire report KIEM KFJI).
California-Cal. Ags & C. O. P., KLX.
Santa Clara-Utah, KGO (wire report).
Idaho-Montana State, KIDO KRLC.

OCT. 1

St. Marys-Gonzaga, KQW (wire report KFIO).

OCT. 6

Loyola-C. O. P., KFAC.
Santa Clara-Texas A. & M., KQW.

OCT. 7

Washington-U. C. L. A., KIRO KVI KARM KNX KOY KTUC KSUN.
O. S. C.-Idaho, KOIN (wire report KIDO KRLC).
California-St. Marys, KSFO KLX KOH KROY KGMB KHBC.
Texas Tech.-Gonzaga (wire report KGA).
U. S. C.-W. S. C., KHJ KGB KDB KFXM KPMC KVOE KXO KVEC (wire report KFPY).
Oregon-Stanford, KALE KSLM KORE KOOS KRNR KAST KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS (wire report KFJI).
Montana-U. S. F., KQW (wire report).

OCT. 13

Gonzaga-Idaho, KGA KIDO.

OCT. 14

W. S. C.-Washington, KHQ. KOMO.
Stanford-U. C. L. A., KPO KMJ KFI KMED KGU.
Portland-O. S. C., KGW.
California-Oregon, KSFO KLX KARM KOH KROY KOIN KIRO KVI KFPY (wire report KIEM and KFJI).
U. S. C.-Illinois, KNX KOY KTUC KSUN.

OCT. 15

U. S. F.-Santa Clara, KQW.
Loyola-St. Marys, KFAC.

OCT. 21

California-W. S. C., KPO KLX KFI KMJ KMED KOMO KHQ KTAR KVOA.
Oregon-Gonzaga, KGW (wire report KGA).
Washington-O. S. C., KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KALE KRNR KSLM KORE KOOS KAST KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS (wire report KFJI).
U. C. L. A.-Montana, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC.
Idaho-Utah, KIDO KRLC.
Arizona-Loyola, KFAC (wire report).

OCT. 22

St. Marys-Santa Clara, KQW KFAC.

OCT. 27

Loyola-Hardin Simmons, KFAC.

OCT. 28

O. S. C.-W. S. C., KOIN KIRO KVI KFPY.
California-U. S. C., KSFO KLX KNX KARM KOH KROY KOY KTUC KSUN KGMB KHBC.
Washington-Stanford, KOMO KHQ KGW KMED KPO KMJ KFI.
U. C. L. A.-Oregon, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KTKC KYOS KDON KHSL KVCV KIEM KALE KRNR KSLM KORE KOOS KAST KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ (wire report KFJI).
Santa Clara-Purdue, KFRC KQW.
Idaho-Montana, KRLC KIDO.
Fresno State-U. S. F., KQW (wire report).

OCT. 29

St. Marys-Portland, KQW (wire report KALE).

NOV. 4

U. C. L. A.-California, KNX KSFO KARM KOH KROY KOY KTUC KSUN.
Oregon-W. S. C., KOIN KVI KIRO KFPY.
O. S. C.-U. S. C., KGW KMED KMJ KFI (wire report KFJI).
Stanford-Santa Clara, KPO (wire report KIEM).
Idaho-Utah State, KRLC KIDO.
Washington-Montana, KOMO KHQ.

NOV. 5

Loyola-U. S. F., KFAC.
St. Mary's-Dayton, KQW.

NOV. 11

U. S. C.-Stanford, KFI KPO KMJ KTAR KVOA KGU.
Oregon-O. S. C., KGW KMED.
W. S. C.-Idaho, KHQ KOMO KIDO.
California-Washington, KFRC KLX KQW KDON KIEM KTKC KVCV KHSL KYOS KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KALE KRNR KSLM KORE KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KLWK KUJ.
Montana-Gonzaga, KGA (wire report).
Santa Clara-Michigan State, KSFO.

NOV. 12

U. S. F.-St. Mary's, KQW.

NOV. 17

Loyola-San Jose State, KFAC KQW.

NOV. 18

O. S. C.-California, KALE KSLM KORE KRNR KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KFRC KHSL KVCV KIEM (wire report KFJI).
Stanford-W. S. C., KSFO KARM KNX KROY KOH KOIN KVI KIRO KFPY.
U. C. L. A.-Santa Clara, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KQW KTKC KDON KYOS KOY KTUC KSUN.
Denver-Idaho, KIDO KRLC (wire reports).
Gonzaga-E. Wash. Coll., KGA.

NOV. 25

Stanford-California, KFRC KIEM KVCV KHSL KQW KDON KTKC KYOS KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KOY KTUC KSUN KALE KSLM KORE KRNR KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KGA KGMB KHBC.
Washington-Oregon, KIRO KVI KFPY KOIN KARM KSFO (wire report KFJI).
U. C. L. A.-O. S. C.,KNX (wire report KGW).

NOV. 26

Portland-Gonzaga, KFIO (wire report).
Loyola-Santa Clara, KFAC KQW.

NOV. 30

U. C. L. A-W. S. C., KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS KRNR KALE KSLM KORE KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KGA.

DEC. 2

U. S. C.-Washington, KNX KSFO KARM KOH KROY KOIN KIRO KVI KFPY KOY KTUC KSUN KGMB KHBC.

DEC. 3

U. S. F.-Creighton, KQW.

DEC. 9

U. S. C.-U. C. L. A., KFI KPO KMJ KMED KGW KOMO KHQ KTAR KVOA.

DEC. 30

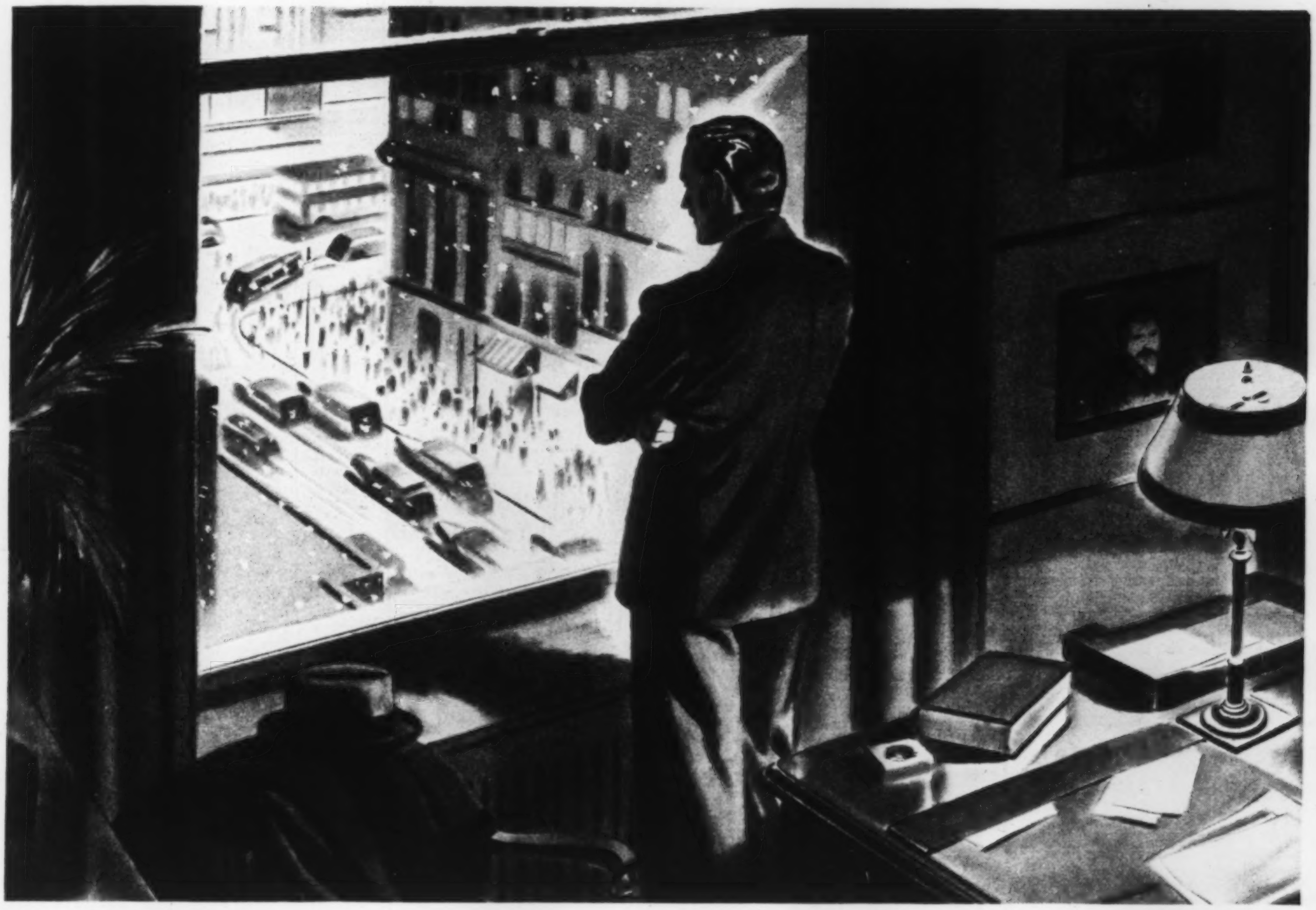
California-Georgia Tech, plans incomplete

JAN. 1

East-West Shrine Game, plans incomplete.

Listings are subject to change during course of season.

XUM



"HOW CAN I MAKE AMERICA SEE BOTH SIDES?"

IT WAS DECEMBER OF '34. As he watched the throngs stamping through the snow that lay moist and fresh on the sidewalks, a sentence ran again and again through the mind of George V. Denny, Jr.

"I'd rather be shot than listen to ———!"

The words were those of a friend of Denny's—a man with a closed mind—a man who, although claiming to have a liberal viewpoint, nevertheless vehemently refused to listen to the exciting coast-to-coast broadcasts of a political bigwig, because the latter epitomized the opposite political faith. Immediately after listening to one of these broadcasts, Denny returned to his office in America's Town Hall, and as he gazed out of the window at the hurrying crowds below, the thought came to him:

"How can I make America see both sides?"

The answer was America's Town Meeting of the Air.

The amazing success of this outstanding radio program is summed up in one sentence: *On October 5th it begins its fifth consecutive year as an hour-long Thursday night NBC Blue Network feature!*

And on Thursday, October 5th, more than 6,000,000 Americans will eagerly await it. For this NBC program gives them the opportunity to hear prominent industrial, political and professional leaders discuss the pros and cons of timely controversial issues of national and international significance. It enables listeners to conduct their own forums. It promotes the American heritage of free thought and free speech.

The NBC Town Meeting of the Air is the old New England Town Hall on a national scale. In cities, towns and hamlets from Atlantic to Pacific, it has stimulated the creation of thousands of town hall groups—comprising citizens in all walks of life—who listen avidly to the radio discussions and who then, for hours after the program is over, give voice to their own opinions and ideas. It is a program that educates by stimulation—a program that champions democracy and is the mortal foe of dictatorship. In broadcasting this program, NBC believes it is performing the type of public service which this company regards as an important duty.

World's Greatest Broadcasting System

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Anti-Monopoly Act Undergoes Test in Nebraska Hearing

Court Hears Arguments as to Validity of ASCAP Law

ASCAP's attack on the constitutionality of the anti-monopoly law enacted by the Nebraska Legislature in 1937 was contested by the State in a four-day trial which began Sept. 18 before a statutory three-judge Federal tribunal in Lincoln. With the closing of the testimony Sept. 21, the court authorized filing of supplemental briefs by Oct. 6.

Regarded as a preliminary test of a half-dozen so-called anti-ASCAP statutes adopted by the States, the suit brought to Lincoln an upper bracket array of ASCAP executives as well as broadcasters of the State. Gene Buck, ASCAP president, E. Claude Mills, chairman of its executive committee, and John G. Paine, general manager, headed the ASCAP group.

Mr. Buck told the story of ASCAP's origin and the uphill fight of composers to gain recognition and compensation for their works. On cross-examination by State officials, he recalled that he had testified in 1932 before the Copyright Committee of the House that ASCAP controlled 95% of the popular music available.

Nebraska Income

Mr. Buck testified that the gross income received by ASCAP from Nebraska in 1938 amounted to $68,000 from some 500 users. In protesting the Nebraska law, requiring "per piece" registrations, he said that in his own case he would find it necessary to place a number of employes in the State to check on infringement. Later he asserted that the publishers were the owners of his copyrights and that they would have the function of checking performances and infringements.

Mr. Mills, former ASCAP general manager, described his experiences in negotiating contracts with users of the ASCAP repertoire and said that these contracts were amicable. He reiterated his previously expressed personal view that the "per program" and "per piece" methods of licensing suggested by broadcasters were uneconomical.

Under cross-examination, Mr. Mills asserted that his statement made in 1922 that ASCAP controlled some 90% of the popular music and that the standard publishers controlled all of the standard material, was true. These standard publishers subsequently became members of ASCAP, he declared. Mr. Paine elaborated on testimony of other ASCAP officials. Louis D. Frolich, general counsel, appeared as chief counsel for ASCAP.

In presenting the defense case through John Riddell, Assistant Attorney General of Nebraska, and William J. Hotz, special assistant to the Attorney General, broadcasters were supported in their contentions by dance hall and hotel operators. Andrew W. Bennett, NAB counsel, appeared as attorney for Maynard N. Gasshans, a county attorney and defendant in the case. Joseph Malec, a dance hall operator, testified that he was responsible for the presentation of the original bill in the Nebraska Legislature and that broadcasters knew nothing about it. Roy Hedges, hotel operator, testified he had to discharge a three-piece orchestra because of the fee levied by ASCAP.

Gillin Testifies

John J. Gillin Jr., manager of WOW, Omaha, and NAB director, testified regarding the entire radio situation, with emphasis on the inability to obtain music performing rights except on the basis of ASCAP demands. He described discriminatory features of contracts entered into by ASCAP with newspaper-owned stations as against other commercial stations. He also reviewed the eleventh hour negotiations with ASCAP on performing rights contracts in both 1932 and 1935, along with the situation which accrued from the withdrawal of Warner Bros. music publishing houses from ASCAP. He explained that he had to pay $300 a month for three months for Warner music, until the Warner-ASCAP reunion.

When Mr. Frolich endeavored to break down the WOW manager's testimony, he found himself in difficulties. Mr. Gillin, himself a lawyer, on several occasions started to cross-examine the ASCAP counsel.

Searle Agrees with Gillin

Mr. Searle, general manager of Central States Broadcasting Co., operating KOIL, KFAB and KFOR, testified his organization paid ASCAP some $22,000 in 1938. He corroborated all of the previous testimony of Mr. Gillin.

In depositions introduced in the trial, Edwin Morris, manager of Warner Bros. subsidiaries, brought out that sheet music sales of the Warner music companies for the last six months of 1935 when they were members of ASCAP were $718,000. For the first six months of 1936, when they were estranged from ASCAP, the sales dropped to $229,000. This has been ascribed principally to the non-performance of Warner music on the air. After Warner rejoined ASCAP, the sheet music sales for the first six months jumped to $616,000.

In the closing arguments, Mr. Frolich challenged the constitutionality of the Nebraska law as well as the allegation of monopoly. Mr. Hotz argued that ASCAP was engaged in price fixing and was a monopoly within the meaning of the statutes.

FIVE HEADLINERS get together at the cocktail party given by Cities Service Co., pioneer radio advertiser, whose Friday evening concerts on NBC-Red have been broadcast without interruption since Feb. 18, 1927. Left to right are Grantland Rice, whose football forecasts will again be a feature of this fall's broadcasts; John Kieran, sports writer and all around authority of *Information Please*; W. A. Jones, president of Cities Service; M. H. Aylesworth, publisher of the *New York World-Telegram* who was NBC's president when Cities Service first went on the air; Niles Trammell, executive vice-president of NBC.

DR. PEPPER PLANS NEW NET PROGRAM

DR. PEPPER Co., Dallas, will start a new network program Oct. 7, Saturdays, 6:30 p. m. (CST). The network is a special hook-up of NBC and CBS stations covering from West Texas eastward to the Carolinas and from the Gulf northward to and including St. Louis, Kansas City and Cincinnati.

Titled *The Dr. Pepper House Party*, the show is placed by Tracy-Locke-Dawson, Dallas. Originating station is WFAA, Dallas.

The talent includes Jack Sherman and 20-piece orchestra, The Men of Note, quartet; Three Cats and a Canary, swing quartet; a girl vocalist and supporting artists. Popular music will be featured with emphasis on unusual arrangements. The sports angle also will be featured. Each station will be cut in for a four-minute local sports resume.

The list of stations follows: WFAA WBAP WOAI KMOX KWKH WSB WSM WHAS WCKY WBT WWL WKY KVOO KARK WMC WAPI WJDX WDAF WRVA WBIG WDOD WDBJ WPTF KWOS WNOX KPRC.

WEBC, WDSM Join MBS Raising Network to 123

WITH the affiliation of two stations at the Head of the Lakes—WEBC, Duluth, Minn., and WDSM, Superior, Wis.—Mutual Network on Oct. 1 will have a total list of 123 outlets. WEBC is also an NBC affiliate. WDSM is a new 100-watt station on 1200 kc. which has just gone into operation. It is owned by Fred Baxter, former mayor of Superior.

Special dedicatory programs were broadcast on MBS Sept. 24 to celebrate the affiliation of five Southern stations. WKRC, Cincinnati, key of the group, also operating as a regional network, broadcast a half-hour of music, while shorter programs were carried to the network from the other outlets—WLAP, Lexington, Ky.; WSIX, Nashville; WGRC, New Albany, Ind.; WCMI, Ashland, Ky.

GEORGE B. DEALEY, publisher of the *Dallas News*, operating WFAA, will be guest of honor at a testimonial dinner in Galveston Oct. 12 on the 65th anniversary of his service with the *Dallas News*.

Radio Prominent On Agenda of AP

Board Will Hear Results of Policy Adopted in Spring

RADIO is slated to be a major topic of discussion at the board meeting of the Associated Press, to be held in New York Oct. 3. A thorough study and analysis of the results of the action taken last spring, when for the first time AP news was made available for broadcasting under commercial sponsorship [BROADCASTING, May 1, June 1], will be made by the board and there is a possibility that certain changes in the present setup may be made.

To date 19 member newspapers are broadcasting AP news on sponsored programs on their owned or associated stations, paying AP an extra assessment amounting to 25% of the first wire and general charge elements for the privilege. More than 100 member papers are paying a 5% extra charge to broadcast AP news on a sustaining basis, according to L. P. Hall, AP executive, who said that many of these publishers had expressed an intention of using the news commercially as soon as their present contracts with other news services expire.

Some Objections

Individual publisher-broadcasters have expressed objection to some of the terms on which AP is making its news available for broadcasting commercially. Some believe that instead of the present flat fee for this privilege there should be a sliding scale based on the revenue derived from the sale of AP news to sponsors. Another common objection has been raised to the condition that "sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith." Many members feel that AP news should be labeled as such, whether in print or on the air and whether sponsored or not. Furthermore, the prestige of the name would be an added inducement to advertisers to sponsor such news, they feel.

Questions of establishing a radio processing bureau to prepare news for broadcasting and of setting up a national sales organization for radio news are also expected to come up at the board session.

Stokely Football

STOKELY BROS. & Co., Indianapolis (Stokely, Van Camp food), is sponsoring all football games of Tennessee U. this autumn on a special Tennessee network comprising WROL, Knoxville; WOPI, Bristol; WDOD, Chattanooga; WLAC, Nashville; WREC, Memphis; WTJS, Jackson. William B. Stokely Jr., president of the sponsoring firm, and Edward G. Stokely, also an executive and both Tennessee U. alumni, are active supporters of the university's team. The elder Stokely, a pioneer grid hero of the school, was a native son of Tennessee. Edward G. Stokely at one time was an announcer at WROL. Calkins & Holden, New York, is agency.

WCAU, Philadelphia, announced Sept. 28 that it has added Maj. Thomas Coulson, formerly of the British Intelligence Service, to its news commentator staff. Maj. Coulson is author of the best seller spy story "Mati Hari."

ALL OF 320,200 . . . OR 1/3 OF A MILLION

. . . *What's the difference?*

What's the difference between reaching ***one third*** of a million population market—and *all* of the 320,200 people in WDBJ's daytime primary?

There's very little difference in your sales potential—but a big difference in ***cost!*** Naturally, WDBJ's rate is based on these 320,200 people, not a million!

And, according to Edgar Felix, nationally known radio consultant engineer—other stations can hardly reach the ears of these people—while WDBJ serves them well. Some excerpts:

"The usual signal strength contours do not remotely define WDBJ's area because of the lack of outside services."

"No competitive services originate within 50 miles of Roanoke—No station (other than WDBJ) attains a level of 0.1 mv/m in Roanoke or renders a consequential day service."

"During at least six months of the year, no outside night service reaches the stability and level necessary to constitute a satisfactory source of programs for sustained periods."

We'll gladly show you the complete Felix report—in which he tells all about our signal in Western Virginia—and the ***lack*** of satisfactory outside signals.

In short, when you purchase time on WDBJ, you are assured thorough coverage of the 320,200 persons in WDBJ's daytime primary . . . and at a rate based on this CERTAIN coverage.

WDBJ

ROANOKE, VIRGINIA
(AFFILIATED WITH C. B. S.)
THE ONLY NETWORK STATION IN
VIRGINIA, WEST OF RICHMOND

OWNED AND OPERATED BY THE TIMES-WORLD CORPORATION
REPRESENTED BY FREE & PETERS Inc.
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

WLW Takes Case To Supreme Court

Appeals FCC 500 kw. Denial; Brief in Pottsville Case

WLW's battle to regain authority to operate with 500,000 watts was carried to the Supreme Court Sept. 25 in a petition for a writ of certiorari seeking review of the decision of the U. S. Court of Appeals for the District of Columbia, which in effect had sustained the FCC action reducing its output to the regular maximum of 50,000 watts.

In the petition filed by Duke M. Patrick, WLW counsel, it was contended the lower court erred in dismissing its appeal from the FCC decision refusing to renew the 500,000-watt authorization as well as in holding that the license which WLW sought to have renewed was not a "license" within the meaning of the Act. This latter contention grew out of the fact that the superpower authorization was in the nature of a special experimental grant, rather than a standard form of license.

The highest tribunal may or may not take jurisdiction. Lawyers point out that in the majority of petitions for certiorari, the court refuses to accept them unless a fundamental question of law, heretofore undecided, is involved.

Brief in Pottsville Case

Opposition to the FCC petition to the Supreme Court for review of the appellate court opinion in the Pottsville case, was filed Sept. 14 by Eliot C. Lovett and Charles D. Drayton, for the Pottsville Broadcasting Co. Involving competitive applications for a new station in Pottsville, Pa., in which the Court of Appeals reversed the FCC which held that the Pottsville Broadcasting Co. was not financially qualified, the FCC's contention was that the court in effect had established itself as a "super-Commission" in reversing its findings, and in subsequent actions.

Counsel for Pottsville Broadcasting Co., in opposing the FCC's petition for certiorari, held the case involved no novel principle of law requiring clarification or further exposition by the court. They added, however, that the case was important because "it seeks to curb the unbridled license of a tribunal which seems to regard the Act of Congress as its personal property, to administer exactly as its fancy prompts, and which resents the effort of the court to require it to stay within the law."

The case, it was argued, raises no "disturbing possibilties" for administrative agencies "not ambitious to indulge their own pecular theories of personal Government." In pointing out that the Pottsville application was filed more than three years ago, Messrs. Lovett and Drayton contended that the FCC had interposed every possible obstacle to the establishment of service in the Pottsville area. During this long-drawn-out litigation "a world war has supervened", the petition added. "It may be that eventually our country will be involved. In that case, who can say that radio communication service in the Pottsville area may not be an important link 'for the purpose of national defense'?"

If the FCC is allowed such latitude, it was said, "ultimately it must lead to complete demoralization so that political considerations more and more will control. And if political considerations control the granting of licenses, they will ultimately control the policies of the broadcasting stations set up under such licenses subject to periodical renewals."

Lambdin's Song

ADD to the list of manager-composers Lambdin Kay, g.m. of WSB, Atlanta. Like Glenn Snyder of WLS and L. B. Wilson of WCKY, the veteran Jaw-jun is having a song published. It's "The Hot Tamale Man", which the Fred Forster Publishing Co. will bring out soon under the title of "Papa Escobar".

Bekins Expands

BEKINS VAN & STORAGE Co., Los Angeles, with 22 warehouses on the Pacific Coast, has increased its radio appropriation by 33% over that of last year and will spend approximately $40,000 on spot announcements to publicize its moving and storage, furniture sales, moth proofing and rug cleaning divisions. Firm on Sept. 25 started for 52 weeks using three spot announcements weekly on KNX, Hollywood and in early October starts a similar schedule on stations in Spokane, Tacoma and Denver. A user of spot radio for the past six years, Bekins in addition is using announcements on KFI KSFO KFRC KGB KDB KFBK. Brooks Adv. Agency, Los Angeles, has the account.

NUSAGAWA or Chief White Buffalo is the new cognomen sported by H. R. Gross, news editor of WHO, Des Moines, inducted last month into the Mesquakie tribe of the Sac and Fox Indians at Fort Atkinson, Ia. The ceremonies were witnessed by 15,000 persons, taking place on the site where this tribe made a treaty with the Sioux in 1840 fixing hunting boundaries. The honor was bestowed upon Gross in recognition of his successful campaign over WHO to raise funds and feed for saving the wild game in that area.

SPONSORED NEWS AND THE WAR

Propaganda Factor, Commercial Technique Offer Problems in Broadcasting News Reports

By LEE RINGER

Lee Ringer Advertising, Los Angeles

IT'S OPEN season for theories as to how the present European war will affect advertising in the United States.

Mr. Ringer

For most of the arguments now flying thick and fast there is supporting evidence in the statistics and data of 1914-18 advertising records. But for one major phase of advertising there is no war precedent — radio broadcasting, and specifically sponsored news programs, which since the outbreak of hostilities are said to have nearly doubled their audiences.

Since our agency found it advisable to effect subtle changes in sponsored news broadcasts from the very first day of conflict, and has noted distinct trends in an analysis of air news, its observations are presented as a guide to sponsors and agencies.

Propaganda Danger

First of all, it is important that we advertisers, as supposed experts in the art of propaganda, shall not be "taken in" by foreign masters of propaganda. From the day England and France declared war, the character of many of the networks' foreign-originated broadcasts changed. Sincere news reporting by correspondents was frequently displaced by eye witnesses' biased accounts to gain U. S. listeners' sympathy for their cause.

There will be more and more attempts to wring our hearts and to "apple polish" us, as hostilities proceed. Just how important the war-news radio medium will ultimately be in selling the viewpoints of various nations no one can now predict. Certainly the remark of one foreign correspondent is significant: "It's gotten so that if you hear a broadcast in German you're almost sure it's a London station, and if it's in English chances are it's a Berlin station."

The important point, for us as radio news advertisers, is to play fair with our listeners and ourselves by carefully separating authentic news from propaganda. With every new dispatch from the Allies vehemently denied by Germany, and vice versa, let's lean over backward in advising our audiences of the source of every story—let the listeners then judge each story on its merits: where a report is denied by the opposition, let's broadcast both versions, side by side, to build maximum listener confidence. Many stories, of course. can be checked and re-checked from other sources. and this should be done wherever possible.

Power of the Voice

Radio's exclusive personal factor, the human voice, should be controlled. Many biased newscasters, through the inflection in their voices. are reading special meanings into their news reports. If favorable to the Allies, as most of them are, they read Berlin dispatches with an "Oh, yeah!" tone that belies their personal viewpoints. While we as a nation undoubtedly are sympathetic to the Allies, in the interests of U. S. neutrality we cannot afford to incite military feeling here.

Much of the foreign news today is so stirring that it needs no artificial stimulant to add interest or "showmanship". Consequently newscasters whose tempo is high-keyed and rapid-fire should slow down a bit, to avoid criticism on the grounds of promoting sensationalism and inciting the hysterical fears of already-worried people. Avoid incomplete or misleading casualty lists that leave listeners "up in the air" as to the fate of loved ones. Perhaps good newscasters can help "keep America out of war"—who knows?

That news broadcasters should comply with our Government's proclamations regarding neutrality and regarding dissemination of news, is obvious. In fact, FCC control of radio makes compliance a foregone conclusion.

While interest in the war is keen, let's not forget that 130 million Americans will still continue to make fascinating news on this side of the Atlantic. Your audiences still want to hear the World Series, the capers of their favorite movie stars, the inside details of the local racket trial. And let's maintain our sense of humor.

Division of Functions

Commercial technique needs overhauling, too. The format of one of our 15-minute news programs has called for the newscaster's delivering one commercial, the announcer the other. On the newscaster's turn the transition from bombs, gas masks, air raids, and troop maneuvers to "ducky-wucky fall hats that accent the fashionable bustle back" is so sudden and so incongruous that for the time being at least, the announcer is handling both commercials.

This procedure also leaves the newscaster free, at two different spots in the program, to peruse late bulletins and thus render a better service. Commercials, incidentally, should be shortened to a minimum, to assure maximum time for news coverage. Trick lead-ins and non-essential copy should be eliminated.

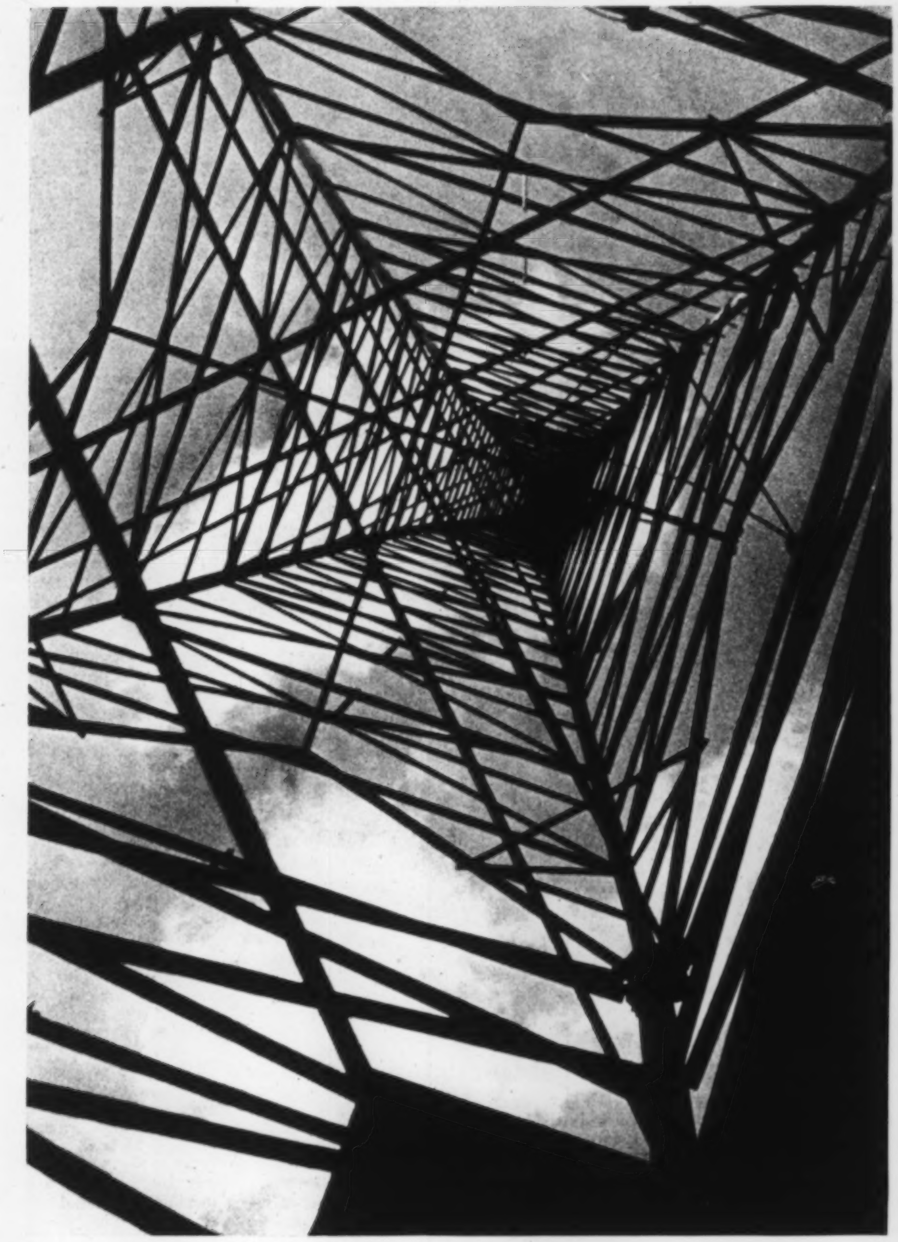
Every newscaster should be given discretionary powers by the advertiser or agency to kill commercials completely in the event of a horrible disaster when advertising copy would be in grotesquely bad taste.

The recent survey by *Fortune* Magazine indicates that the American public thinks highly of its radio news-reporting service. Here is an unsurpassed opportunity for radio as a medium to increase that respect substantially. For the first time radio advertisers, who sponsor news as distinguished from advertisers in other media, are actually playing a thrilling part in a world conflict. When it's all over, we may find the part was more thrilling and more important in welding American opinion and in shaping America's destiny than any of us now realize.

If the keynote of every sponsored newscast is that it render a conscientious public service, broadcasting and advertising will gain new stature as a result of the war.

ANTENNAS

TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
Bolted, painted
Welded, galvanized
Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

Canada Increases Annual Fees for Private Stations

Scale Soars for Next Fiscal Year; To Net $26,000

By JAMES MONTAGNES

PRIVATELY-OWNED Canadian broadcasting stations will start paying greatly increased license fees April 1, 1940, the beginning of the Canadian Government' fiscal year. Increases in fees, which have been a nominal $50 annually, were announced Sept. 16 in the official *Canada Gazette* at Ottawa. License fees for the fiscal year 1938-39 brought the Government $4,250 from the private broadcasters. Under the new schedule the broadcasters will pay $26,000.

The schedule is based on power and density of population within the service radius of the station. The Dominion Bureau of Statistics will determine the population figures in each case, while the schedule gives the service radius in miles for each power class based on average conditions.

The increase in license fees was forecast by the Parliamentary Committee which probed broadcasting last spring. The committee's report had stated in part: "Your committee is of the opinion that the present scale of license fees of $50 for privately-owned broadcasting stations of 100 watts or under is adequate, but believes license fees should be increased on higher-powered stations servicing densely populated areas." The new scale of license fees ranges from $50 to $10,000.

Seven Types of Stations

Under the schedules there are seven classes of stations. Class A stations include all those of 100 watts or less. Based on population they will pay from $50 to $500, the latter fee for stations in cities of more than 500,000 population. This means that the average Canadian 100-watt station will pay $100 license fee, if the population is between 25,000 and 50,000. The service radius of a 100-watt station is placed at 18 miles. Such stations in a population area between 50,000 and 150,000 pay $250; in population from 150,000 to 500,000, $400.

Class B stations are rated at 250 watts with a service radius of 24 miles; 500 watt-stations with a service radius of 31 miles; and 1,000-watt stations with a service radius of 37 miles. Fees range according to population from $100 in cities under 25,000 to $700 in cities of over 500,000.

Class C stations are rated at 5,000 watts, with radius of 61 miles and 10 kw. stations with radius of 72 miles. In cities of under 100,000 the fee is $500; cities between 100,000 and 500,000 population, $1,000; cities over 500,000 population, $4,000. There are only six stations in this class, one belonging to the Government-owned Canadian Broadcasting Corp. which is not expected to pay fees.

There is only one Class D station —CKY, Winnipeg. The service radius for this class—15,000 watts—is 77 miles, and fees are $3,000 for a city under 500,000 population, and $4,000 for a city of over 500,000 population.

Class E calls for 20,000 and 25,000 watt stations of which there are none in Canada now, with service radius of 82 and 87 miles respectively, and fees of $5,000 and $7,000 according to population of more or less than 500,000. Class F includes 50 kw stations, of which there are four owned by the CBC. Fees range from $8,000 to $10,000, according to more or less than a million population in the 100-mile service radius. There is a Class G station of more than 50 kw. for which a special fee will be set if there ever is such a privately-owned station.

Stations sharing time on the same frequency will only pay half the scheduled fee, with a minimum of $50. Stations using higher power during the day than at night will pay on their night power rating.

The fact that fees for high-power privately-owned stations have been set, even though such stations are not a possibility under present radio regulations, leads to the thought that at some future date there may be some privately-owned stations of that power allowed in Canada. It is not likely the CBC will pay license fees, as that means merely taking from one Government source to place in another, even though the CBC is a self-supporting corporation. The money received from station license fees goes to the Department of Transport, under which comes radio in all its branches.

Short-wave stations of broadcasters will pay a $50 annual license fee. Other amendments to the Radio Act include no license fee for a listener's crystal set; no license fee for radio sets used to hunt inductive interference (man-made static); a report from radio receiving set dealers giving the name and address of each purchaser of a receiver.

TELEVISION
STUDIO
KDYL

KDYL, Salt Lake City, joined the broadcasters demonstrating television last month, exhibiting for six hours daily in the Paris Co. Dept. Store before crowds numbering into the thousands. RCA equipment purchased by the station was used, with the staff of KDYL producing shows in the specially constructed studios. Gov. Henry Blood of Utah and Heber J. Grant, president of the Mormon Church, were among the notables who went before the Iconoscopes during the opening day, Sept. 16.

Stovin Is Censor Liaison

H. N. STOVIN, station relations supervisor of Canadian Broadcasting Corp., has been appointed liaison officer between the Canadian Censorship Coordination Committee and the Canadian broadcasting industry, with office at Toronto.

CANADIAN Broadcasting Corp., on Oct. 1 will issue its third national rate card for its regional and national networks.

CANADA RECRUITING

Has Not Yet Upset Staffs of Radio Stations

RECRUITING for Canada's armed forces has not yet disturbed the staffs of Canadian broadcasting stations, according to reports available at Toronto. Neither the station relations department of the Canadian Broadcasting Corp. nor the office of the Canadian Association of Broadcasters, both at Toronto, has received reports of many enlistments. A few stations report some enlistments and some report that reserve officers at the stations expect to be called to the colors.

The staff of the CBC as an essential government service is exempt from mobilization, and this is likely to apply also to the key men at privately-owned broadcasting stations. A recent announcement by Defense Minister Norman McL. Rogers stated that key men in industries essential to war production were not to be taken into the armed forces, but would do their service at their present positions.

Among enlistments reported by individual stations, CFRB, Toronto, reports that two of its artists—Dick Fonger, assistant dramatic production manager, and George Boyd, singer—have joined Toronto regiments.

Radio Handling of War Approved by Dominion

IT IS LEARNED on good authority that Canadian Government circles at Ottawa were so well pleased with the manner in which Canadian broadcasters carried war news during the trying days of the crisis and immediately following Canada's declaration of war, that it was decided no special regulations would be needed to make Canadian broadcasters "toe-the-line" as regards the reporting of the war.

Canadian broadcasters were said to have handled the situation to the full satisfaction of the Government. Any thoughts in Government circles as to closing down or partial closing down of privately-owned stations was eliminated by the action of the stations during that time, it is understood.

Canada Specifies Violation Penalty

Suspension of License Would Result From Offenses

RADIO STATION licenses may be suspended for breach of censorship regulations, according to announcement by Walter S. Thompson, chief censor, who on Sept. 22 made public the general censorship regulations imposed in Canada on radio stations, newspapers, and public speakers under the War Measures Act.

On Canada's declaration that a state of war existed with Germany, general directions were issued to the press and radio stations by censorship authorities [BROADCASTING, Sept. 15]. These general directions have now been followed by detailed instructions which have full authority of law. Mr. Thompson said the regulations were drawn up as a result of conferences between departments of the public service.

May Be Changed

"They will be amended from time to time as experience in their operation suggests, as it is realized that no set of regulations can deal fully with all the problems which will arise," said Mr. Thompson.

"We know that we will have the cooperation of all concerned, and in turn, the censors will give decisions promptly and render a broad advisory service for the guidance of the public.

"The cooperation of the municipal and other authorities who own halls where public meetings are held will be particularly appreciated in order the regulations may be carried out."

The regulations, which are voluminous, generally prohibit the making or publication of:

Any adverse or unfavorable statement, report or opinion likely to prejudice the defense of Canada or the efficient prosecution of the war.

Any report or statement likely to cause disaffection to His Majesty or to prejudice His Majesty's relations with foreign powers.

Any report or statement likely to prejudice the recruiting, training discipline or administration of the forces.

Any information with respect to the movements, numbers, etc., of any of the armed forces of the Allies, or relating to the storage of war material, fortifications, etc.

Any leaflet or pamphlet relating to the war or to the making of peace which does not carry the name and address of author and printer.

All copies of any newspaper, tract, periodical, book, circular or other printed publication contravening the regulations may be seized and radio licenses may be suspended or cancelled.

Other penalties by way of fine and imprisonment are provided for infraction of the regulations, which apply not only to newspapers and radio stations, but to those who speak at public meetings.

SMILIN' ED McCONNELL on Oct. 15 celebrates his 18th consecutive sponsored year of broadcasting, and on that day his two network programs will start originating from Chicago. The fall season marks his eighth consecutive year in a weekly quarter-hour program for Acme White Lead & Color Works on NBC-Red. McConnell on Oct. 15 also starts a five weekly quarter-hour series on CBS for Purity Bakeries.

OKLAHOMA'S
Biggest Selling
PACKAGED COFFEE
CAIN'S
COFFEE

W. M. Cain, president Cain's; R. E. Chapman, WKY commercial manager; R. J. Clements, secretary Cain's, and R. K. Glenn, agency executive, drink a toast to another big year for Oklahoma's biggest selling packaged coffee . . . and WKY.

WKY-ADVERTISED FOR 10 YEARS

After the first taste of WKY's ability to produce sales, Wm. Morgan Cain, president, Cain's Coffee Company, wrote: "We are enlarging our contract over WKY for next year because we feel radio is an invaluable method of telling people about our product."

That was in 1930. Today after ten years of skillfully blending a high quality, roaster fresh coffee with WKY's innate and showmanly faculty for producing the type of entertainment listeners drink up with relish, Cain's Better Coffee is the biggest selling packaged coffee in the Oklahoma City market.

For six consecutive years sales of Cain's Coffee have shown an increase over the preceding year. The year just completed was 10.99% up from the previous twelve-month period despite somewhat unfavorable competitive conditions.

There's a moral for national as well as local advertisers in this ten year case history. Wrap up a good product in sparkling entertainment and deliver it to WKY's audience. The WKY audience will repay you generously for its radio entertainment.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

CLINE APPOINTED NAB SALES CHIEF

APPOINTMENT of William R. Cline, commercial manager of WLS, Chicago, as chairman of the Sales Managers' Division of the NAB, succeeding Craig Lawrence, sales manager of Iowa Broadcasting System, was announced Sept. 25 by NAB President Neville Miller.

Mr. Cline

Mr. Miller also announced that the Sales Managers' Division will function through an Executive Committee yet to be appointed, which will work in cooperation with the newly-created Bureau of Radio Advertising of the NAB. It is planned to develop a sales and promotion program for member stations. Under the reorganization plan, it is expected that district directors will appoint representatives to the division and that all activity of the Sales Managers group in each district will be centered under the director.

The NAB Bureau Sept. 25 announced the first of a series of projected trade studies for member stations. Prepared by Samuel J. Henry Jr., of the Bureau, the study covers department stores.

New Station in S. C.

MARKING its debut with an all-day schedule of non-commercial programs, highlighted by the South Carolina-Catholic U football game, the new WCOS, Columbia, S. C., went on the air Sept. 29 with 100 watts night and 250 day on 1370 kc. The station is RCA equipped throughout. Its manager is H. A. Deadwyler, with Charles A. Thoman as assistant manager and plant engineer, J. W. McIver as commercial manager and Sterling W. Wright as program director. The station is licensed to Carolina Advertising Corp., whose president is A. B. Langely, president of the Carolina Life Insurance Co. and former State legislator.

Arizona Isle

MAROONED on an island in Arizona was the seemingly impossible plight of Dow Ben Roush, manager of KTUC, Tucson, recently. On his way to Phoenix for conferences with Fred Palmer, Arizona Network manager, Roush stopped in Bisbee to visit KSUN officials. Caught between that city and Phoenix by Arizona's recent flood, he was finally rescued from his temporary "island". He continued his journey, but several days late.

Gypsum Spots in Canada

GYPSUM LIME & ALABASTINE, Canada, Toronto (insulating material), on Sept. 5 started a six-weekly transcribed spot announcement campaign on 18 Canadian stations. McConnell & Eastman, Toronto, placed the account.

New Charleston Station, WGKV, On Air Sept. 24 With 100 Watts, Fulltime

WITH its transmitter located atop Coal Branch Heights, overlooking the city of Charleston, W. Va. and one mile from the center of the city, the new WGKV, 100 watts fulltime on 1500 kc., went on the air Sept. 24 with a dedicatory program featuring local notables. Manager of the station is Richard F. Sowers, formerly with WJW, Akron, and more recently with WCMI, Ashland, Ky. Program director is Joseph B. Matthews, also formerly with WCMI, who has served with KGNC, Amarillo; KGGM, Albuquerque, and KBIX, Muskogee. Announcers are Carl Kent, formerly with WADC, Akron; John Miller, from WCMI, and Hal Fromer, from KFI and KFVD, Los Angeles.

The station is equipped with a Collins transmitter and a 160-foot Lingo radiator, along with Collins speech input equipment, a General Radio monitor, RCA microphones and RCA turntables. AMP transcription library is used.

The station was designed and its installation supervised by Odes E. Robinson, chief engineer of WCHS, Charleston, and the West Virginia Network. Staff engineers are Francke Fox, formerly with WJIS, Beckley, W. Va., and WHLS, Bluefield, W. Va.; Paul and Kenneth Forney, of the University of Illinois.

Building New WCAR

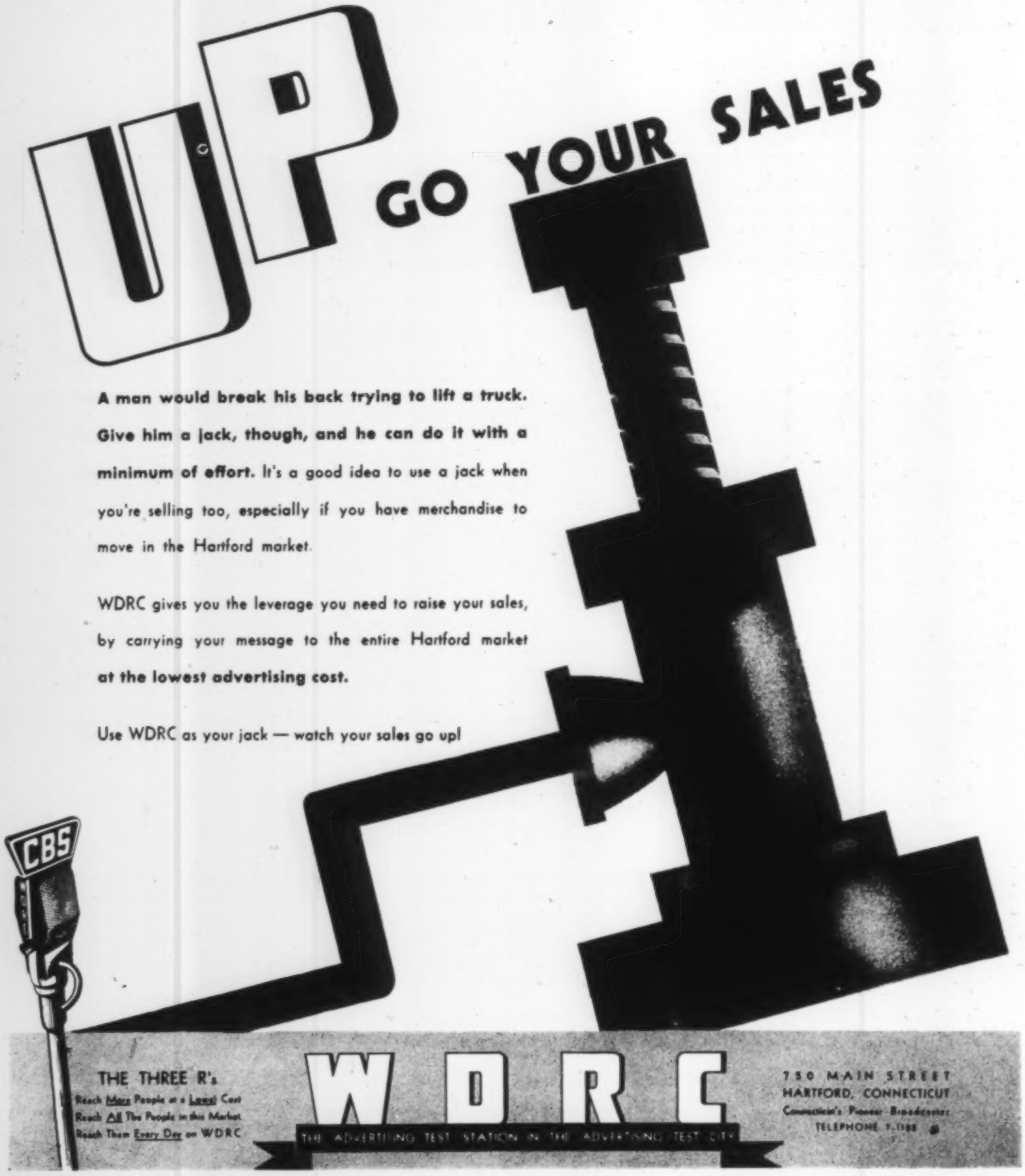
SURVEYS are now being made for a site for the new WCAR, Pontiac, Mich., authorized for construction last July by the FCC and scheduled to go on the air around Nov. 15 with 1,000 watts daytime on 1100 kc. RCA equipment and a 225-foot Truscon radiator have been ordered. Wiley Wenger, formerly with KFNF, Shenandoah, Ia., has been appointed chief engineer. The station will be managed by H. Y. Levinson, chief stockholder, who is publisher of the weekly *Farmington* (Mich.) *Enterprise.*

Plans for New WFTL

W. L. CLARK, onetime manager of WLAP, Lexington, Ky., will be manager of the new WFTL, Fort Lauderdale, Fla., which he reports plans to be on the air about Nov. 15. The station was authorized last July 13 by the FCC to operate with 100 watts night and 250 day on 1370 kc. Francis Carroll, of WJNO, West Palm Beach, has been appointed chief engineer. Other staff appointments remain to be made. The station will be owned by Tom M. Bryan, contractor and real estate man. It will be Western Electric equipped throughout, with a 175-foot Blaw-Knox radiator.

Parker-Herbex on 5

PARKER-HERBEX Corp., New York, on Sept. 25 started a test campaign for its medicated hair preparations using quarter-hour participations thrice weekly on women's programs in five cities. Stations are WRC, Washington; WCAE, Pittsburgh; WCKY, Cincinnati; KNX, Los Angeles, and WTCN, Minneapolis. Wm. H. Rankin & Co., New York, handles the account.


UP GO YOUR SALES
CBS
WDRC
THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY

A man would break his back trying to lift a truck. Give him a jack, though, and he can do it with a minimum of effort. It's a good idea to use a jack when you're selling too, especially if you have merchandise to move in the Hartford market.

WDRC gives you the leverage you need to raise your sales, by carrying your message to the entire Hartford market **at the lowest advertising cost.**

Use WDRC as your jack — watch your sales go up!

THE THREE R's
Reach More People at a Lower Cost
Reach All The People in this Market
Reach Them Every Day on WDRC

750 MAIN STREET
HARTFORD, CONNECTICUT
Connecticut's Pioneer Broadcaster
TELEPHONE 7-1188

The Theater Takes a look at Radio

And Sees Opportunity To Capitalize on The Medium

By R. N. HADAWAY

OVER the country are hundreds of cases where theatres and radio stations are cooperating to mutual advantage. And in hundreds of cases, theatre operators mutter darkly to themselves at the very mention of a medium that can keep millions around fireside loudspeakers. A case of cooperation is found in Greensboro, N. C., where Maj. Edney Ridge, director of WBIG, and Mr. Hadaway are commercial pals. Mr. Hadaway has had some helpful radio experiences and he described them recently in addressing the recent district meeting of North Carolina theatre managers. Mr. Hadaway is manager of the National Theatre, Greensboro, and in addition he serves as chairman of the trade promotion committee of the Greensboro Merchants Association.

MR. HADAWAY

FOR SOME YEARS we, as theatre operators, have held a prejudice against radio. It is my belief that we should retreat from such a feeling and make every effort to cooperate with radio, and capitalize on the medium of advertising it offers.

Just as the housewife leans across the bridge table and says, "I heard", "They said", and "I told you so", so does the radio strike the common denominator of human expression. People believe what they hear. The recent coverage of the war crisis in Europe, and the well-known "Mars Scare" are both pertinent to this fact. People remember what they hear. Even in our own industry we sought new fields of expression that would make lasting impressions, and we added sound and voice to our visual expression.

Here are a few questions we might ask ourselves: Are we cashing in on this proven medium of advertising? How can we establish mutual relationships with radio that will help both of us? Isn't it better to be friendly rather than fight them?

Place of the Theatre

In Greensboro we have had amiable relations with radio station WBIG for the three years I have been there. We do not expect them to give all and take nothing. We usually include radio advertising in our advertising budget. They have cooperated with us 100% in any mutual undertaking. I try not to ask for unreasonable favors, therefore am not turned down on cooperative ideas. The station has taken quite a number of remote programs from the theatre. We have worked up a number of cooperative programs for studio use. Maj. Edney Ridge, the manager, has many times called me suggesting tie-ups. We are having a most pleasant relationship.

I fully believe radio advertising has advanced from the stage of secondary advertising to that of primary advertising. Too often we are prone to be partial to some form of visible advertising and do not take into consideration the importance of invisible advertising. By this I mean: A newspaper ad, a herald, a ballyhoo gag, window display, a cooperative page, lobby display and other such advertising that on the face of their visibility look so much more important to our eye.

I do not pretend to think we should do without newspaper, lobby, ballyhoo, and the other forms of selling, but I do think we could so arrange these forms by cutting down on some of the lesser important, so that we can consider radio advertising without materially increasing our advertising budget.

There are certain types of attractions that appeal directly to radio audiences, a picture with a radio star, a stage attraction with a radio name, a direct tie-in with a radio show, a current picture star on the air. There are a number of theatres that have tried radio advertising exclusively to sell a late show, attracting particularly the youth that listens at night and likes to stay up late.

Anyone in doubt about the value of radio advertising, should sell a late show or morning kid show using only the screen, lobby and the radio as selling mediums and test the results, bearing in mind, of course, that certain strategy should be used in placing the announcements used to reach the clientele desired.

There are certain fundamentals I believe necessary to the use of radio advertising before maximum results can be obtained: Type audience appeal desired; type program or announcement to use; production, style; times used and dates. Station staffs can furnish any number of suggestions and helpful aids in framing any type of radio program. I believe in consulting them and listening to their suggestions.

I don't believe any theatre manager should go on the air as the director of this program unless he is experienced, or has in cooperation with the staff of the radio station gone through some preliminary training on reading before the "mike", or has satisfied himself by listening to a transcription of his own voice, that he is capable of acting as m.c. or director of a radio program.

Types of Advertising

CALENDAR ADS: Probably one of the first and most successful calendar ads on the air from one of our theatres, originated in Raleigh, N. C., in 1930. The secret of the success of this twice-daily program announcement, I believe, is in the manner presented, the regularity of the time given, and the briefness of the message. The *Guide* is just what it implies, a brief reminder of what is playing at theatres.

SPOT ANNOUNCEMENTS: Here is the most popular and most practical type of advertising now used by theatres in radio advertising. There are several different types spot announcements which I classify as following:

Quick-selling type, for quick bookings, news events on the screen, hold-overs, March of Time, etc. This type is used several times daily for a short period of time.

Tie-in announcements, spotted immediately before a radio show that can be connected with your local show.

Transcribed reviews and special effects, this type announcement being really effective, I believe, because you are able to present something a little different from the usual spot announcements, such as weird effects on that type picture, comedy effects made from studio recordings, reviews taken from preview patrons in your lobby, etc. Personal endorsements and across the desk talks can also be used.

Directional announcements directed to a certain type audience at specified times of the day, such as for ladies appeal . . . children's appeal . . . men's appeal . . . rural appeal, etc.

SPECIAL VARIETY PROGRAMS: The I. Q. show is popular with theatres. It is a Quiz that can be worked on local and national questions . . . or confined to movie questions. It can be worked effectively from the stage or "man on the street", or in the studios. Usually these type shows have willing sponsors. This is a case where the theatre can cooperate with the radio station to help them put over a show that will get them revenue.

Amateur shows are always popular with local radio audiences. At present we are planning a series of ten weeks of radio amateur nights to be held on the stage in cooperation with WBIG. This series will be known as *Tomorrow's Stars* or some other such title that will get away from the "amateur" title. It is planned that Winston-Salem will have a similar series running at the same time, and at the end of the period we will send our winners over to appear in Winston where they will be picked up by station WSJS and carried to station WBIG which will broadcast Winston-Salem reaction to Greensboro talent in Winston. The same thing will be reversed and we will present the Winston group here with a two-city broadcast. Sponsors are being secured for these shows.

Interviews of personalities that are playing the theatre are welcomed by the station. Interviews of patrons leaving the theatre and man-on-the-street interviews are both being used in cooperation with WBIG.

Pickup programs from the stage on an outstanding stage show offers the station an excellent sustaining program, and are welcomed by most stations. We never broadcast over 15 minutes of the one-hour show, the announcer always closing the 15-minute period by stating the "show was still going on, etc." We always used the first show. In cases where commercial committments of the show personnel would not allow a pickup program from the stage, we carried an informal part of the show to the studios for a broadcast.

MUSICAL RECORDINGS from pictures, or of the popular hit tunes, popular types of programs, especially with youth.

HOLLYWOOD REPORTER is a good type of sustaining program that, if well prepared, can work up a good following. There must be plenty of information available, a good commentator, and it should be short, not over 15 minutes. It will be found that 15 minutes is a long period of time to talk on the air. The most success with this type it seems to me would be to have the movie chatter interspersed between good musical numbers.

RADIO COMMENTATORS: In most cities there is a local commentator accustomed to comment on local and state affairs. Some of these are known to be including in their comments views on picture news. These commentators are usually sponsored by some commercial outfit, but are willing to tie-in with the theatre in order to give out passes during programs.

NEWS EVENTS: On the recent war crisis we had a direct tie-up with WBIG to announce from our stage important bulletins as they come in, giving the station and the network credit for its origin. We made the announcements between shows. This type of cooperation is good for special events such as elections, sports events, etc.

CHRISTMAS PARTY: Here is something I believe every station will be interested in. It is a continuous broadcast of all available local talent starting early Sunday afternoon and continuing for several hours, calling for subscriptions from the audience . . . and from the air. This is a worthwhile tie-up and will get plenty of goodwill for the station and the theatre.

RADIO COOKING SCHOOL is a good event that most any station will be interested in as you are able to furnish the auditorium for a good commercial show. This should be handled in the same manner as the cooperation with newspapers.

I believe in radio as an advertising medium. I believe we have much in common, and I believe we can mutually benefit from close relationship.

ONE YEAR of

Celebrating its first birthday, the St. Louis Star-Times Radio Station, KXOK, reviews a representative group of programs available to its listeners during its first year of public service.

SPECIAL EVENTS

INTERVIEWS

- Julian Schley, Chief of U. S. Army Engineers
- Edwin C. Koenig, Commodore, City of St. Louis
- Manager of St. Louis Woman's Exposition
- Frank C. Nesbit, Goodwill Ambassador to Europe
- W. V. Rohan, telephone flood relief worker
- Catherine Mee, Information Operator for Southwestern Bell
- Swami Satprakashananda of Ramakrishna Order, India
- Sonja Henie's Business Manager
- Window Washer
- Daredevil Boatman, voyaging down Mississippi in a wash tub
- Leading Characters of "I'd Rather Be Right"
- Truck Driver
- Gladys Stewart, Member of Missouri House of Representatives and Representative at Lima Conference
- John G. Christie, Speaker of Missouri House of Representatives
- Merrill Pannett, United Press Correspondent
- Professor E. K. Harrison of Washington University
- Paul Y. Anderson, Washington Correspondent
- Thomas Morgan, former Chief of Rome Bureau, United Press
- Tallulah Bankhead, actress
- A. Kerensky, once Dictator of Russia
- Claire Luce, actress
- Vincent Price, stage and screen actor
- Everett Marshall, actor and opera singer
- Lucy Monroe, Metropolitan Opera singer
- Ruth Slenzynsky, Polish piano prodigy
- State Representatives, prior to opening session, State Legislature
- James R. Young, Far East Bureau, International News Service
- Sinclair Lewis and Philip Merivale
- Dr. J. O. Kinnamon, one of two archaeologists who survive the Curse of Tut-ankh-amen. A member of the Carter expedition which opened the tomb.
- Jackie Heitman, a Believe-It-or-Not mental prodigy
- Domingo Torres, Mayor of Valencia, Spain
- Doug "Wrong Way" Corrigan
- Captain W. N. Barret, traveller and explorer
- Ruth Nichols, aviatrix
- Johnnie Jones, aviator, holder of new cross country light plane speed record
- Clare Bunch, who broke Jones' new record
- Paul Sullivan, former WLW news commentator
- Henry Armstrong, world champion fighter
- Serge de Gorin, Hollywood color expert
- Blackstone, the Magician
- Frank Buck, "Bring 'Em Back Alive," big game hunter
- Mr. and Mrs. Clyde Beatty, animal trainers
- Antoine, famed Parisian stylist
- Fred Keller, returned member of Abraham Lincoln brigade fighting in Spanish Civil War
- Hubert C. Herring, who gave much information on what really happened at the Lima, Peru, Pan-American conference
- Julean Arnold, Commercial Attache to China
- Al Pearce and His Gang
- Julien Bryan, author of ',Inside Nazi Germany"
- Louis Armstrong, famous trumpet player
- Trainees at Jefferson Barracks Citizens Military Training Camp (CMTC)
- Dr. Kurt Rosenfeld, former member Germain Reichstag
- Father Clementine Grosskopf, Catholic Missionary to Shantung, China
- J. C. Oestreicher, Foreign News Editor of International News Service
- Sgt. Roland J. Schumacher, Motorcycle Division, St. Louis Police Department
- Bob Crosby, outstanding band leader
- Van Wormer Walsh, foreign correspondent
- Chinese "Double Ten" Day (traditional holiday)
- Rey Scott, foreign correspondent
- Duke Ellington, orchestra leader
- Burton Holmes, traveller and lecturer
- Dick Stabile, orchestra leader
- Gerhardt Segar, member German Reichstag
- Jacqueline Cochrane, Bendix Trophy Winner
- Gertrude Lawrence, actress
- Major Jimmie Doolittle
- Major-General Arnold, Chief of General Headquarters Air Force
- Governor Leche, Louisiana
- Mayor Maestri, Louisiana
- Roy L. Alciatorre (Antoine 3rd, famous New Orleans chef)
- General Hugh Johnson

OTHER SPECIAL EVENTS

- Hour broadcast description of 7th Cavalry Mechanized Column in passage through St. Louis
- Complete election returns, November 8th election
- American Theatre opening broadcast
- Missouri Press Association Convention broadcasts
- Speeches by national notables in aviation at Civil Aviation Authority Convention
- Broadcast of proceedings, opening session, Missouri State Legislature
- Broadcast of Governor's Message to State Legislature
- 15 Transcribed "on the spot" broadcasts by a KXOK announcer during New Orleans Mardi Gras celebration
- Broadcast description of Regimental Parade, Jefferson Barracks, CMTC
- Speech of Mayor Fiorella H. La Guardia on special program from New York
- Broadcast description of Armistice Day Parade
- Speech of John C. Metcalf, special investigator for Dies Committee, investigating un-American activities
- Speech by United States 'Senator Bennett Champ Clark
- Speech by Brigadier-General Charles G. Dawes at Christening ceremonies of Missouri Pacific streamliner, "General Pershing Zephyr"
- Speech by Governor Lloyd C. Stark on Kansas City Police Bill
- Broadcast opening of St. Louis Grand Opera Season
- Broadcasts of Conference of Democratic Women
- Speech by Colonel Frank Knox
- Speech of Postmaster General Farley at convention of National Association of Postmasters of the United States
- Speech by Governor Lloyd C. Stark on "The Crime War in Missouri"

NEWS

News broadcasts of items from the United Press, International News Service plus local news from Star-Times sources have been presented on daily schedules which total over 3650 separate newscasts of approximately 7,500,000 words. Included in these news periods were the following outstanding programs of comment and dramatized news.

- Front Page Parade (MBS)
- One Woman Speaks (Betty Arnoid)
- The Woman's Page
- Bruce Barrington's Analysis of News
- The Moving Finger Writes
- Parade of Business
- 'Round the Town With Regan
- Bruce Barrington's Letters From Mexico

During the tension immediately preceding the outbreak of the present European War, KXOK operated 24 hours a day on several occasions in order to bring to the air bulletins from abroad as soon as they were received.

Additional War News Coverage was given in broadcasts of the following features from the Mutual Broadcasting System, heard over KXOK

- Fulton Lewis, Washington Commentator
- Patrick Maitland, commentary from Warsaw
- President Roosevelt's address to the nation
- John Steele, commentary from London
- News Round-Up of 5 Capitals (Paris, London, Berlin, Rome, Warsaw)
- Hans Thomsen, Charge d'Affaires, German Embassy, Washington

CIVIC

- Broadcast description Veiled Prophet's Coronation and Ball
- Series of Talks by St. Louis Symphony Society
- Descriptive broadcasts from Horse Show
- Phyllis Wheatley (YWCA) Chorus
- Opening of St. Louis National Home Show Broadcast
- Descriptive Broadcast Horse Show Parade
- Descriptive Broadcast Veiled Prophet's Parade
- Talks and Programs by United Charities Organizations
- Citizens' Non-Partisan League Talk
- Fire Chief Larry Cornoyer Talk
- St. Louis Peace Council Broadcasts
- Junior Chamber of Commerce Talks
- Talk on American Youth Hostels
- Automobile Show Descriptive Broadcast
- Boy Scouts of America Programs
- American Vocational Society Program
- Talk on President's Birthday Ball
- Series of Broadcasts by Police Quartet for Police Circus
- Broadcast Descriptions of Police Circus
- Missouri Federation of Music Clubs State Contest Winners Broadcast
- Broadcast Dress Rehearsal St. Louis Opera Guild's "Penzance"
- Talk by Dr. Frank Rector, nationally known cancer authority
- Clean-Up, Paint-Up, Fix-Up, Plant-Up Campaign Program
- Girl Scouts of America Programs
- Talk on National Hospital Day
- Tuberculosis Society Series of Programs
- Adult Education Council Series
- League of Women Voters Series
- Women's Field Army for Cancer Control Series
- St. Louis Safety Council Series
- Broadcast Opening Session Elk's Convention
- Interviews with notables at Mayor's reception for BPOE Exalted Ruler
- Descriptive Broadcast Elks' Parade
- Spring Dance Broadcast Order of De Molay
- Mass Initiation of over 1,000 members American Legion
- American Legion Auxiliary President Talk
- Salute to St. Louis Series, Jr. Chamber of Commerce
- Massed Chorus, Missouri Federation of Music Clubs
- Talks by John B. Baggott, Safety Expert
- Guidi String Quartet Series
- Wanted a Job, Missouri Employment Agency Series
- Interviews with outstanding hotel managers of St. Louis
- St. Louis W. P. A. Symphony Orchestra Programs
- Interview of Nathan Straus, Federal Housing Administrator, by Mayor Dickmann on St. Louis Housing
- Series of Talks on Labor by Prominent Labor Leaders

GOVERNMENT

Series of talks by President and Cabinet Members on functions of Government Departments, including:

- President Franklin D. Roosevelt
- Secretary of State Cordell Hull
- Secretary of the Treasury Henry Morgenthau

KXOK Performance

Secretary of War Harry H. Woodring
Attorney General Frank Murphy
Postmaster General James A. Farley
Chief of Naval Operations William D. Leahy
Secretary of the Interior Harold L. Ickes
Secretary of Agriculture Henry A. Wallace
Secretary of Commerce Harry L. Hopkins
Secretary of Labor Frances Perkins
Series of talks by Government executives on functions of Government agencies, including:
Administrator of Public Works, John M. Carmody
Administrator of Wage & Hour Division, Elmer F. Andrews
Chairman of Securities & Exchange Commission, Jerome Frank
Administrator of Federal Security Agency, Paul V. McNutt
Works Progress Administrator, F. C. Harrington
National Youth Administrator, Aubrey W. Williams
Administrator Federal Deposit Insurance Corporation, Leo Crowley
Agriculture Adjustment Administrator R. M. Evans
U. S. Government report from National Emergency Council on Foreign Trade Week
U. S. Government report from National Emergency Council on Securities and Exchange commission
Talks by members of Federal Bureau of Investigation
Story of the Marines told by Sgt. Louis D. Whitehouse
Interview on counterfeit money by Treasury Department representatives Secret Service Agents Ryland and Smugal
U. S. Army Reserves programs

ENTERTAINMENT

Live Talent Broadcasts Originating in the Studios of KXOK
Balkan Serenaders Tamburitza Orchestra
KXOK Junior Playhouse
Talent on Parade
Friendly Brothers Quartet
Barge Brothers Quartet
Norman Paule, baritone
Girl o' the Morning, Carolyn Francis
Dorothy and Larry Hughes
Melody Rambles with Stan Daugherty
La Pieno Accordion Band
Jeanne Renard, mezzo-soprano
Carleen Davis Entertains
The Emancipation Chorus
Billy Casteel and his Rhythm Cowboys
The Understanding Voice
Carondelet Lions Club Accordion Band
Golden Crown Spiritual Singers
KXOK Parade of Stars
John Sauter, flutist
Three On a Song
Jewish Hour
KXOK Playhouse
The Four Key Men
Down Wanderlust Trail
KXOK Staff Frolic
Kentucky Krooners
Zeb and Zeke
Week-End Revue
Among My Souvenirs
The Swing Sisters
Blue Shadows
Meramec Caverneers
Anything Can Happen
The Mystery Tenor
Francis Jones, violinist
Four Black Hawks
The Round-Up Boys
Norman Ray Sings
Solve the Mystery
June Curran
Clark Sparks, tenor
At Sundown
Organ Reveries
Noonday Serenade
Cozy Corner
Pickin' the Air Pockets
Black and White Revue
Musical Phone Party
Cowboy Jack
Hollywood High Hat
Elmer and His Cowboys
Gil Borreson, tenor
Esther Smith, vocalist
The Jubilee Singers
The Old Professor

Live Talent Broadcasts Originating From Remote Points

Tommy Flynn and His Violin
Stephens College Presents
Martin Hess and Eleanor Wynn
The Goodwill Hour (MBS)
The Amateur Hour
The Village Choir
The Voice of the People
The Sunrise Round-Up

ORCHESTRAS

Ramona and Her Men of Music
Coquettes All-Girl Orchestra
Chick Webb and Ella Fitzgerald
Joe Sanders
Buddy Kay
Clyde Lucas
Phil Lavant
Noble Sissle
Jimmy Green
Buddy Rogers
Tony DiPardo
Tommy Dorsey
Sammy Wilson
Jimmy Garrigan
Jimmy Joy
El Roland
Lou Breeze
Art Kassel
Dick Jurgens
Dick Cisne
Carl Lorch
Herb Mahler
Jimmy Dorsey
Sterling Young
Charlie Agnew
Bob McGrew
Bill Carlsen
Jan Garber
Don Bestor
Abe Lyman
Count Basie
Reggie Childs
Billy Stevens
Barney Rapp
Tommy Tucker
Dusty Rhoades
Maurie Sherman
Frank Trumbauer
The Royal Hawaiians
Fletcher Henderson
Earl "Father" Hines
Carl "Deacon" Moore

Transcribed and Recorded Broadcasts Originating in the Studios of KXOK

Little Orphan Annie
Echoes of Poland
German Hour
The Waker Uppers
Breakfast Express
Toby Nevius Entertains
Chestnut 99 Forty-Four
The People's Choice
Nocturne
Symphony Hall
The Friendly Forum
Football Jamboree
Jam for Supper
The Band Revue
Fashion Flashes
Stars Over Manhattan
The Music Hall

RELIGION

Sunday Evening Club broadcasts under auspices of Metropolitan Church Federation.
Union Methodist Church Evening Vespers
Burrall Bible Class Broadcasts from Columbia, Missouri
Hymns We Love, by Norman Paule
National Young Israel Choral Group
Resurrectionist Choir
Religion and Today's Problems, by Roy G. Smith
Easter Sunrise Service from Jefferson Barracks
Broadcasts by members of Apostolic Tabernacle
Church of Christ programs
Missouri Sunday School and Church Council
50th Anniversary Epworth League program
The Bible on the Air, Rev. F. F. Mueller
Goodwill Devotions
Rabbi Isserman

EDUCATION

Talk on Public School Survey by Dr. George B. Strayer
Broadcasts by All City High School Band
Boys' Choir Mark Twain School Broadcast
Music in Our Schools series, conducted by Ernest Hares, Supervisor of Instrumental Music, St. Louis Public Schools
One Teacher Answers, series by Evelyn Betts, St. Louis teacher
St. Louis Symphony Orchestra School Concert Broadcast
A Capella Choruses of McKinley and Roosevelt High Schools
Webster High School A Capella Choir
Trans-Mississippi Music Festival Series
Broadcast Commencement Exercises at Westminster College
Series by Improve My Music Club
Burrall Symphony broadcasts from Columbia, Mo., at Stevens College
Washington University Forum Series
Character Research Institute of Washington University "Opinionaire of the Air" Series
Princeton Triangle Club Program
Interview with Harold W. Dodds, President Princeton University
Interview with Caleb F. Gates, Assistant Dean, Princeton University
Westminster College Spring Prom Broadcast
Dr. Francis B. Sayre, Assistant Secretary of State, speaking on foreign affairs to Westminster College student body
Postmaster General Farley speech to cadets at Missouri Military Academy, Mexico, Missouri
University of Michigan Little Symphony
Interview with President of Washington and Lee University
Comment on World Affairs by Dr. Franc Lewis McCluer, President Westminster College
Comment on World Affairs by Dr. B. F. Hall, Pastor First Presbyterian Church
Estelle Asckenasy, Book Reviews
Tour of Organ Factory

SPORTS

Play by Play Description of the Following Football Games:

Drake vs. Washington at St. Louis
Indiana vs. Illinois at Urbana
Iowa State vs. Missouri at Columbia
Missouri vs. Washington at St. Louis
Centre vs. Washington at St. Louis
Michigan State vs. Missouri at Columbia
Ohio State vs. Illinois at Urbana
Missouri vs. St. Louis U. at St. Louis
Kansas U. vs. Missouri at Columbia
Gunners vs. Boston at St. Louis
Gunners vs. Louisville at St. Louis
Gunners vs. Chicago at St. Louis
Wrestling broadcasts from Coliseum
Wrestling and boxing broadcasts from Convention Hall
Wrestling and boxing broadcasts from Arena
Wrestling and boxing broadcasts from Battery "A" Armory
Hockey (St. Louis Flyers) games broadcast from Arena
Play by play basketball from University of Missouri
Sports reviews by Allen Franklin, Monday through Saturday, 6:00-6:15.
Sports review by Alex Buchan, Sunday, 5:30-5:45 P. M.
Broadcast track and field events, Citizens' Military Training Camp, Jefferson Barracks
Broadcast Boxing Finals, CMTC, Jefferson Barracks

During its second year, KXOK will endeavor to present its listening audience with an even better list of programs.

KXOK

Owned and operated by the St. Louis Star-Times, St. Louis, Missouri. 1,000 Watts—Full Time. Nationally represented by WEED & COMPANY, New York, Chicago, Detroit, San Francisco.

CBS Planning Additions To Studios in Hollywood

CBS has filed application with the Los Angeles Building Commissioner for permission to add two new 400-seat theatre-auditoriums to its Columbia Square Bldg. in Hollywood, and work on the project is expected to start by mid-October. The new one and part two-story structure, totally equipped, will represent an expenditure of more than $200,000, according to Donald W. Thornburgh, CBS Pacific Coast vice-president. It will occupy ground now used for parking.

Proposed structure is designed in the modern functional manner of the three other units. The additional half-story to rise above part of the new unit will provide dressing rooms and other conveniences for performers. Tones of blue and gray, with chromium trim, will be used in decoration and match the main building lobby. Blue rubber wall and gray floor coverings is called for in the foyer. Blue theatre seats will face stages draped in gray. Monitor and sponsor's booths will be situated differently than in other Columbia Square studios. Both will be back of the footlights with the sponsor's booth located above the monitor room.

WMCA Picketing Ceases

FOR THE FIRST time since Dec. 19, 1938, there was no picketing of WMCA, New York, by sympathizers of the Rev. Charles E. Coughlin during the priest's regular weekly talk on Sunday, Sept. 24. As a result of Mayor LaGuardia's appeal against public demonstrations during the war crisis [BROADCASTING, Sept. 15], the police have allowed only four persons to picket at one time. On Sept. 24, Michael Flanagan, "chairman" of the demonstrators, appeared in person to halt all would-be pickets, but would give no reason for his action.

NOT A COMPETITOR
But Burt Blackwell Won Wrigley Contest

Mr. Blackwell

BURT BLACKWELL, announcer of WAVE, Louisville, was pressed into service by Jesse L. Lasky, R-K-O producer, when the *Gateway to Hollywood* program originated in Louisville recently and read scripts opposite four final girl contestants in the movie radio contest.

While Burt was not a competitor. Lasky surprised him as well as the audience by offering him a contract as winner of a contest he hadn't entered. So Burt gets a trip to Hollywood to enter elimination contests over CBS. Lasky told Burt he liked his voice and his acting in the skits.

Neutrality Policy Adopted by NBC
Interpretations to Be Given Meticulous Enforcement

WAR POLICIES of NBC, formulated to govern all operations during the neutrality period, were made public Sept. 25 by the network for the guidance of its staff. The self-imposed regulations, adhering closely to the joint network agreement on war coverage [BROADCASTING, Sept. 15], are described as "interpretations" of NBC policies.

Asserting that no act of any broadcaster should violate the declared neutrality of this country, either in letter or spirit, the regulations specify that within NBC strict attention will be paid to the content of programs and established standards will be "meticulously enforced". The interpretations, it was added, are issued on the basis of the situation as it now exists and are subject to modification as the circumstances require.

Bar on Propaganda

Listed in the regulations are rules governing general policies, European pickups, propaganda from Europe, domestic news broadcasts, commercial programs, domestic speeches, and finally a list of a dozen "procedures". In commercial programs it is specified that no propaganda in connection with the war will be permitted in either commercial announcements or the context of commercial programs. This policy, however, does not bar straight news or news analysts from commercials.

Commercial broadcasts, it is stated, will be cancelled for war programs only on authority of the president, executive vice-president, or in the absence of either, the vice-president in charge of programs. Comments on war news in so-called "gossip" programs "will be carefully edited for the over-dramatic, the sensational, the confidential, the unconfirmed rumor, and personal bias and unwarranted gossip. If the speaker fails to cooperate in this, such programs will be cancelled."

The policies state that for the present, news summaries from Europe will be limited to two a day on each network, and preferably one. This, however, is subject to change dependent upon circumstances in Europe.

Canadian Net Fee

THE Canadian Broadcasting Corp. and the private Canadian broadcasters appear to have settled their differences regarding the proposed 10% commission the CBC planned to charge for booking subsidiary networks for the private stations under new regulations which went into effect Sept. 24, with all network bookings to be made by the advertiser through CBC. Such subsidiary networks booked during September did not carry the 10% commission clause. While the CBC has not issued an official statement on this decision pending a meeting of its board of governors, the CBC commercial department at Toronto is authority for the fact that the 10% commission is not being placed in the contracts on subsidiary network business placed by it for advertisers on privately-owned stations during September.

MAIL RESPONSE UP
300%
IN AUGUST
INTERNATIONAL
UP! UP! UP!

"August is a lousy month for mail response."

Time Buyer's Axiom

Axiom or no axiom, WIBW's August mail returns jumped more than 300% over corresponding 1938 figures. Without benefit of contests or "giveaways", 25,386 pieces of mail piled into WIBW *this* August as against 8,144 during the same 1938 period.

THE REASON! Friendly programs, neighborly personalities and a new, ultra-modern transmitter that blankets Kansas and almost half of all adjoining states. You'll find a hundred other reasons in your copy of "The Kansas Radio Audience for 1939."

For listeners, mail, sales and RESULTS, WIBW is radio's greatest dollar-for-dollar buy.

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

XUM

THE FARMER TAKES A MIKE

KLZ takes listeners on a tour of Colorado Farms

• **SUCCESSFUL DRY LAND FARMER** tells KLZ listeners his secrets of wheat raising in Colorado. Large photo shows farm housewife telling how she supplements her husband's farm income with her turkey flock.

• Saturday has always been the farmers' day for "going to town." This year KLZ has given Colorado farmers an opportunity of doing it in a big way. Each Saturday morning KLZ hitches up KAAO, its 200-watt mobile transmitter and visits some farm selected by the extension division of Colorado State Agricultural College. Its announcer talks to the farmer about his sugar beets or his beans, his potatoes or his wheat, his sheep or his chinchillas. The farmer "goes to town" with informal chats about his worries and his fun, his ambitions and his job.

Farm owners, farm tenants, farm housewives and farm children gather around KLZ's microphone to talk back to the banker, the merchant and the economist who for years have been talking to and talking about the farmer.

These programs are by and for the farmer. They have proved highly informative and intensely entertaining to city listeners throughout the Colorado area. And most important, they are bringing about a closer relationship between Colorado business and the fellows who buy 40% of all the goods sold at retail. They signalize another step in KLZ's already towering ladder of service to the listening audience of the State of Colorado.

KLZ
DENVER
CBS Affiliate • 560 Kilocycles

41 New Stations Authorized by FCC Since Jan. 1, 1939...

** Station now on the air.*

ALABAMA

WMOB, Mobile—CP issued to S. B. Quigley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.

ARIZONA

KYUM, Yuma—CP issued to Yuma Broadcasting Co.; 45% of stock owned by KTAR Broadcasting Co., licensee of KTAR, Phoenix, and KVOA, Tucson; 25% by R. N. Campbell, attorney, vice-president and treasurer; 15% by D. Morgan Campbell, attorney, secretary; 15% by John H. Huber, merchant, president. Granted Aug. 8; 100 watts night and 250 day on 1210 kc.

ARKANSAS

KWFC, Hot Springs—CP issued to Hot Springs Broadcasting Co.; 50% of stock each owned by Howard A. Shuman, broadcaster, and Clyde E. Wilson, local furniture dealer. Granted July 26; 100 watts night and 250 day on 1310 kc.

FLORIDA

WFTL, Fort Lauderdale — CP issued to Tom M. Bryan, contracting and real estate. Granted July 13; 100 watts night and 250 day on 1370 kc.

*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 13; 100 watts on 1500 kc.

WDLP, Panama City—CP issued to Panama City Broadcasting Co.; Phillip A. Roll, attorney, president, 33 1/3% stockholders; E. D. DeWitt, retired newspaper broker, vice-president, 33 1/3%; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer, 33 1/3%. Granted June 27; 100 watts night and 250 day on 1200 kc.

WSPB, Sarasota—CP issued to WSPB Inc.; 32% of stock each owned by S. H. Campbell Jr., Chattanooga oil distributor, president; R. C. Jones Jr., Chattanooga merchant; S. C. Hutcheseon, Chattanooga miller; C. L. Babcock, Puna Gorda, Fla., retired, vice-president, 2%; Clyde H. Wilson, Sarasota, Fla., attorney, secretary, 2%. Granted July 13; 100 watts night and 250 day on 1370 kc.

WTSP, St. Petersburg—CP issued to Pinellas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share.

GEORGIA

WMOG, Brunswick—CP issued to Coastal Broadcasting Co.; 98% owned by Alma W. King, city manager for three theaters. Granted July 13; 100 watts night and 250 day on 1500 kc.

WMGA, Moultrie—CP issued to Frank R. Pidcock Sr., executive vice-president, Georgia Northern Railroad. Granted July 13; 100 watts night and 250 day on 1370 kc.

ILLINOIS

WJPF, Herrin—CP issued to Orville W. Lyerla, local postmaster and farmer. Granted July 27; 100 watts night and 250 day on 1310 kc.

IOWA

KVFD, Fort Dodge—CP issued to Northwest Broadcasting Co.; Edward Breen, attorney, president; O. M. Oleson, vice-president; Allen R. Loomis II, secretary-treasurer. Granted July 13; 100 watts night and 250 day on 1370 kc.

KENTUCKY

WLBJ, Bowling Green—CP issued to Bowling Green Broadcasting Co.; Rayburn R. Rose, real estate man, president, 5% stockholder; Ennis P. Harris, tobacco warehouse owner, vice-president, 5%; Lee B. Jenkins, Kinston, N. C., tobacco broker and farmer, secretary-treasurer, 90%. Granted June 27; 100 watts night and 250 day on 1310 kc.

WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc. (In litigation)

MASSACHUSETTS

WESX, Salem—CP issued to North Shore Broadcasting Co.; Charles W. Phelan, president and secretary, 1 share; Mrs. Margaret B. Phelan, secretary, 1 share; Edward F. Flynn, Boston attorney, 1 share. Granted July 13; 100 watts on 1200 kc.

MICHIGAN

WCAR, Pontiac—CP issued to Pontiac Broadcasting Co.; 50% stock held by H. Y. Levinson, secretary-treasurer, publisher of *Farmington* (Mich.) *Enterprise*, a weekly; 10% by Earle C. Kneale, local manufacturer, vice-president; 7.8% by Harold E. Howlett, president, lawyer; remainder of stock held by various local residents. Granted July 27; 1,000 watts daytime on 1100 kc.

KSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 65% of stock held by Vernon W. Atkins, insurance agent, president; 33% by George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer. Granted Aug. 8; 100 watts night and 250 day on 1200 kc.

MISSISSIPPI

WJPR, Greenville—CP issued to John R. Pepper, wholesale grocer. Granted July 27; 100 watts night and 250 day on 1310 kc.

*WSKB, McComb — Licensed to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts daytime on 1200 kc.

MISSOURI

*KDRO, Sedalia—Licensed to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 100 watts night and 250 day on 1500 kc.

NEBRASKA

KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 191 out of 320 issued shares owned by Fred A. Seaton, publisher of *Hastings Daily Tribune;* 25 by J. H. Hamil; 20 by Lloyd C. Thomas, manager; other stock held by more than 30 local citizens. Granted July 13; 100 watts night and 250 day on 1200 kc.

NEW JERSEY

WBAB, Atlantic City—CP issued to Press-Union Publishing Co., publisher of *Atlantic City Press* and *Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.

NEW YORK

WKNY, Kingston—CP issued to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.5% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 42.5%; Maurice S. Novik, New York City, secretary-treasurer, 15%. Granted June 20; 100 watts daytime on 1500 kc.

WHLD, Niagara Falls — CP issued to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*. Granted Sept. 1; 1,000 watts daytime on 1260 kc.

NORTH CAROLINA

WISE, Asheville—CP issued to *Asheville Daily News;* Harold H. Thoms, publisher. Granted March 27; 100 watts on 1370 kc.

WCNC, Elizabeth City—CP issued to Albemarle Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 100 watts night and 250 day on 1370 kc.

*WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus* and *Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 100 watts on 1370 kc.

WGTC, Greenville—CP issued to J. J. White, local auto dealer. Granted July 13; 250 watts daytime on 1500 kc.

WHKY, Hickory—CP issued to Catawba Valley Broadcasting Co. Inc.; C. V. Cline, hosiery and knitting goods manufacturer, president, 10 shares; Lester C. Gifford, publisher of *Hickory Daily Record*, vice-president, 25 shares; E. L. Fox, banker, secretary-treasurer; remainder of stock owned by various local citizens. Granted Sept. 13; 100 watts night and 250 day on 1370 kc.

OHIO

WMAN, Mansfield—CP issued to Richland Inc.; 50 shares each held by Dr. D. A. Talbot, physician and surgeon, president; George Satterlee, real estate, vice-president; John F. Weimer, WJW Akron, secretary-treasurer; M. F. Loris, factory foreman. Granted July 13; 250 watts daytime on 1370 kc.

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, president; 10% by S. Bernard Berk. Other stockholders include Lily G. Mandelsohn, Cleveland; Mary M. Harvey, Akron; Donald Gottwald, Akron; David Kyman, Cleveland. Granted Aug. 8; 1,000 watts on 1530 kc.

OREGON

KUIN, Grants Pass—CP issued to Southern Oregon Broadcasting Co.; A. E. Voorhies, publisher of *Grants Pass Courier*, president, 50%; Red Wood Broadcasting Co., licensee of KIEM, Eureka, Cal., 50%. Granted Sept. 14; 100 watts on 1310 kc.

SOUTH CAROLINA

WFIG, Sumter—CP issued to J. Samuel Brody, son of local dry goods merchant. Granted July 13; 100 watts night and 250 day on 1310 kc.

TENNESSEE

WHUB, Cookeville—CP issued to M. L. Medley, merchant and farmer. Granted July 27; 100 watts night and 250 day on 1370 kc.

FIRE, probably caused by a short circuit, broke out Sunday morning, Sept. 24, in NBC's television laboratories, completely destroying the synchronizers. By working night and day engineers replaced the equipment and had the station ready for service before the next scheduled telecast on Tuesday afternoon. R. M. Morris, NBC development engineer, is shown inspecting the damaged apparatus.

TEXAS

KWBD, Plainview—CP issued to W. B. Dennis, radio sales and service. Granted July 12; 100 watts daytime on 1200 kc.

KXOX, Sweetwater—CP issued to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37½ shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 37½ shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.

KVIC, Victoria—CP issued to Radio Enterprises Inc.; 247 out of 250 shares held jointly by Charles C. Shea, attorney, and Fred W. Bowen, Dallas oil operator. Granted July 13; 100 watts night and 250 day on 1310 kc.

UTAH

KOVO, Provo—CP issued to Clifton A. Tolboe, building contractor. Granted April 10; 100 watts night and 250 day on 1210 kc.

VIRGINIA

*WFVA, Fredericksburg — Licensed to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Gouldman Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.

WLPM, Suffolk—CP issued to Suffolk Broadcasting Corp.; one-third of stock held each by Fred L. Hart, druggist; Frank E. Butler Jr., attorney; Leo Brody, Kinston, N. C. merchant. Granted Aug. 20; 100 watts night and 250 day on 1420 kc.

WISCONSIN

WMAM, Marinette—CP issued to M. & M. Broadcasting Co.; W. E. Walker, manager of WIBW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 570 kc.

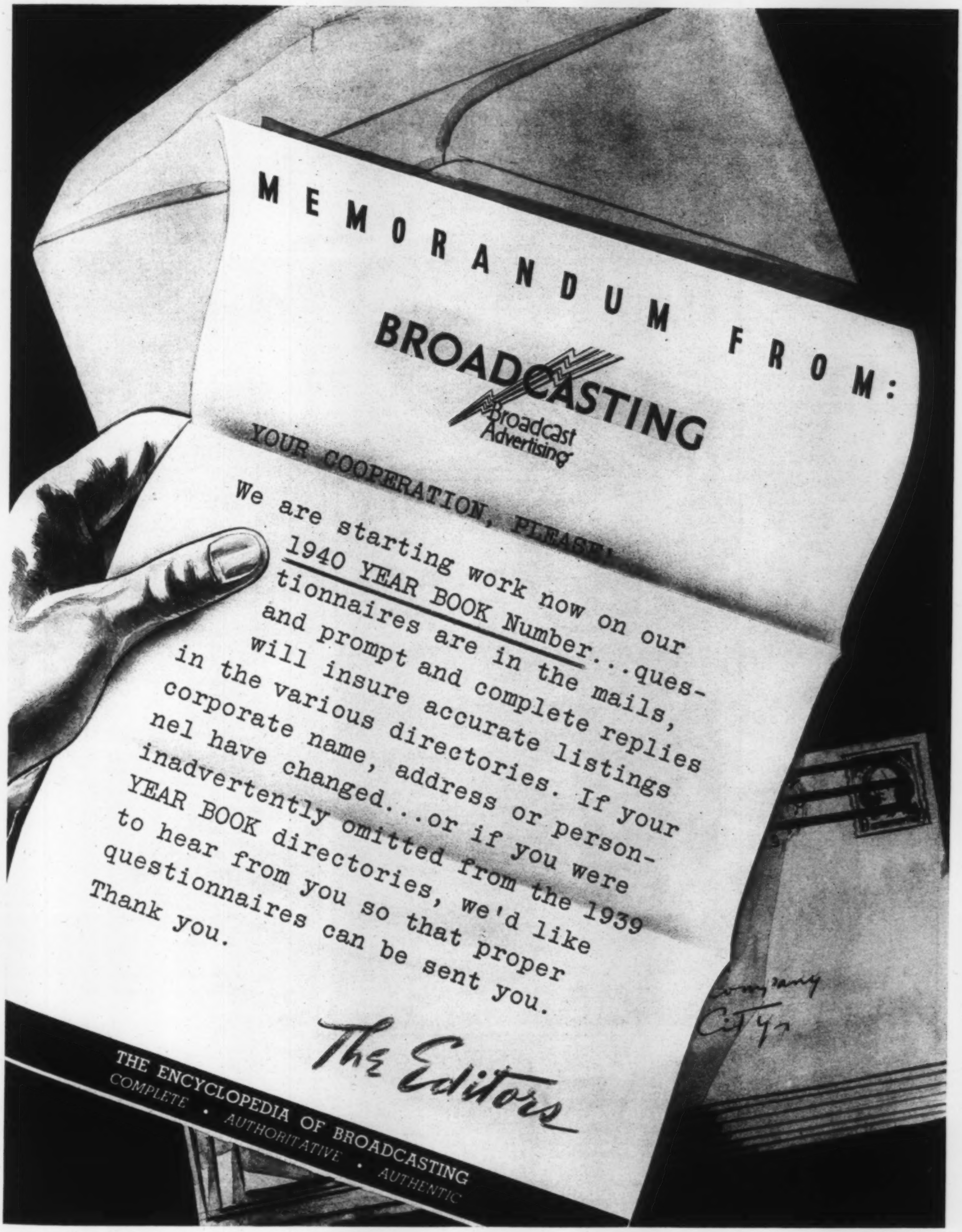
Breen to Head KVFD

EDWARD BREEN, attorney, member of the State Senate of Iowa and at one time with WHO, Des Moines, will be the manager of the new KVFD, Fort Dodge, Ia., authorized last July 13 by the FCC to operate with 100 watts night and 250 day on 1370 kc. Mr. Breen reports that the station will go on the air by Nov. 15 and that RCA transmitter equipment and a 300-foot Wincharger tower have been ordered. Mr. Breen, who started in radio at WHO as an announcer and later held the posts of program director and commercial manager, left that station to head the radio department of the N. A. Winter Adv. Agency, Des Moines, later going to Fort Dodge to practice law. He has not yet selected his staff. The station is to be owned by a group of local citizens, with Mr. Breen and Allen R. Loomis, creamery executive, together holding controlling stock.

CBS Spot Campaign

SPOT CAMPAIGN on more than 100 independent stations in rural areas remote from powerful transmitters, planned by CBS to check the ability of its big stations to penetrate into these regions [BROADCASTING, Sept. 15], will get under way Oct. 1, continuing for most of the month. Campaign is placed direct.

XUM



MEMORANDUM FROM:

BROADCASTING
Broadcast Advertising

YOUR COOPERATION, PLEASE!

We are starting work now on our 1940 YEAR BOOK Number...questionnaires are in the mails, and prompt and complete replies will insure accurate listings in the various directories. If your corporate name, address or personnel have changed...or if you were inadvertently omitted from the 1939 YEAR BOOK directories, we'd like to hear from you so that proper questionnaires can be sent you. Thank you.

The Editors

THE ENCYCLOPEDIA OF BROADCASTING
COMPLETE • AUTHORITATIVE • AUTHENTIC

FCC Regulation Problem Is Discussed by Dempsey

PENDING problems of the FCC in handling broadcasting regulation were discussed before the Federal Bar Association at a luncheon Sept. 20 by William J. Dempsey, FCC general counsel. Mr. Dempsey explained that the present FCC appeal to the Supreme Court involving powers of the U. S. Court of Appeals for the District of Columbia will affect many Federal departments if the issues are determined by the highest tribunal.

Under FCC study, he said, is the present liberal Commission policy in permitting intervenors to take part in cases regardless of their legal rights to participate. He declared this policy slows down Commission work and in some cases is unfair to applicants. Asked about the censorship problem in view of the world crisis, Mr. Demsey described it as a "hot potato".

BRITISH Broadcasting Corp has suspended its twice daily television broadcasts due to the war situation.

Appellate Court May Reconsider Rule On Economic Factors in Station Grants

RECONSIDERATION by the U. S. Court of Appeals for the District of Columbia of its recent momentous action in holding that economic factors must be considered in new facility grants, was seen as a possibility Sept. 26 when the court granted the FCC permission to file a supplemental brief on the issue.

In its opinion in the WMEX case Aug. 14, the court held that competition with existing stations should be taken into account, overriding the FCC contention. It nevertheless dismissed the appeal of Yankee Network from the FCC decision granting WMEX a high-power regional assignment, in lieu of its 100-watt operation. [BROADCASTING, Sept. 1.]

Because the WMEX-Yankee Network opinion, written by Associate Justice Justin Miller, appeared to clothe the FCC with broad powers far beyond those ever exercised by the agency, there has developed much speculation as to its ultimate effect. The FCC, in the Tri-State case in which similar economic questions were raised, immediately asked the court to reexamine its judgment, and sought leave to file a supplemental brief. The brief itself, which held the opinion struck a body blow at the "American System of Broadcasting" was filed along with the petition for permission.

May Revise Findings

With the court action Sept. 26 accepting the supplemental brief, it was thought the court might decide to review its previous findings. A substantial portion of the WMEX-Yankee opinion was in the nature of dicta, according to attorneys. Moreover, Justice Stephens concurred only in the result, rather than in the language, leaving only two members [Miller and Chief Justice Groner] of the six-member court subscribing to it. Because the issue is raised also in several other pending cases before the court, in which other members sat, it is thought possible the court may decide to revise and extend its findings, substituting more direct language for what is described as the dicta in the WMEX-Yankee network opinion. Two other appeals from the WMEX decision, filed by WLAC, Nashville, and WCOP, Boston, remain to be decided.

The court on Sept. 26 also granted the motion of Paul D. P. Spearman, counsel for Yankee Network, for an extension of time to file with the court a petition for rehearing. While Yankee raised the economic issue in the proceeding, alleging that serious competition would be caused if WMEX were permitted to improve its facility, the court nevertheless dismissed its appeal on the FCC's motion that insufficient reasons had been cited to show severe operating loss.

Because the FCC was sustained in its finding, it was not in a position to seek a Supreme Court review. However, it served notice that it proposed to ask for certiorari in yet another case, (Saunders-Dubuque) in which it was felt this issue could be raised.

The FCC, in its arguments in the WMEX and analagous cases, held that unrestricted competition among stations did not constitute an appealable interest after the FCC had decided a case. The court, in its WMEX opinion, completely scuttled this view. In so doing, it has been held in official quarters that the court ascribes to the FCC far more power than it ever has essayed to wield, and that it might open the way for limitation of station profits, based on investment, to determine what constitutes "ruinous competition", as well as rigid examination of program structures and, in fact, all station operations and services.

Cat Cavorter

CLAY DANIEL, production manager of WDNC, Durham, N. C., did the proverbial lion's den act the other day when he set up mikes in the lion's den of the local American Legion Tobacco Festival and came out unscathed after describing the entire performance. Next day a local girl was badly clawed by one of the cats venturing too close to the cage.

Watertown, S. D. Situation

PENDING adjudication by the U. S. Court of Appeals for the District of Columbia on the appeal of KWTN, Watertown, S. D., from the FCC decision of May 27, 1938, ordering the station deleted for alleged violation of technical rules and for other reasons [BROADCASTING, June 15, 1938], an application has been filed for a new station on the same frequency in that community. Applicants are F. Koren and M. W. Plowman, seeking 100 watts night and 250 day on 1210 kc., each to own 50%. Mr. Koren now owns a two-thirds interest in KWTN, with R. J. Dean and K. K. Dean each owning one-sixth. Mr. Plowman is manager of KWTN.

KSD

ST. LOUIS

Has a greater daytime program population coverage area than any other St. Louis broadcasting station.

"That time on KSD certainly put us on top in Sales."

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Home of New WMAM

WMAM, Marinette, Wis., Plans to Take Air Soon With Chapin as Manager

WISCONSIN's newest radio station, WMAM, Marinette, authorized last June to operate with 250 watts daytime on 500 kc., will go on the air early in October, according to M. F. Chapin, general manager, who until recently was chief engineer of WIBA, Madison. The station will be housed in a building of its own on the Menominee River, which divides Marinette from Menominee, Mich. It will be RCA equipped throughout with a 350-foot tubular tower supplied by D. H. Harrell of Chicago.

Morgan Sexton, formerly of KSTP, St. Paul, where he was General Mills sports announcer, will be commercial manager. Paul Skinner, who has been singing with Bill Carlson's orchestra in Chicago, will be program director. Werner Schwarz, formerly with WHBL, Sheboygen, will be chief engineer. AMP transcription library and Transradio Press service have been ordered.

W. E. Walker, manager of WIBA, Madison, is owner of 75 of the 200 authorized shares of capital stock in M. & M. Broadcasting Co., the licensee corporation. Mr. Chapin, who also is part owner of WSAU, Wasau, owns 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares. The remainder of the stock is owned by the local Lauerman department store interests.

Gas Society in Cal.

TWENTY-FIVE or more Northern and Central California stations will be used in radio campaign to be launched by the Gas Appliance Society of California, San Francisco (gas ranges) Oct. 13-20. Hundred-word spot announcements and approximately 50 five-minute participating periods on home economics programs will be used. Five-minute periods will be utilized on six of these stations for the appearance of Pacific Gas & Electric Co. home appliance counsellors, who will speak on the new "certified performance" gas range. Other campaigns will probably follow during the late fall and winter. Account is handled by Jean Scott Frickelton Agency, San Francisco.

Peter Paul Additions

PETER PAUL, Naugatuck, Conn., has been adding to the list of stations starting news programs Aug. 28, with the present total amounting to 50. Programs for Ten-Crown Gum, Mounds Candy and Walnettos include five-minute and quarter-hour news programs and musical clock broadcasts, and one-minute transcribed announcements with Gabriel Heatter. Platt-Forbes, New York, handles the account.

SKY ON RAMPAGE
Sept. 13 a Jinx Day for San Francisco

SEPT. 13 proved a jinx day for several San Francisco radio stations, when a freak electrical storm struck the antennas of two and caused bad moments for others.

A lightning bolt struck the KJBS radiator, ran down to the coupling box into the transmitter and disabled the equipment. The station was off the air an hour.

Another bolt struck one of the KFRC towers a short distance away, station resorting to its auxiliary transmitters for a day before the regular equipment could be placed in working order. KFRC was silent 15 minutes while the change-over was being made.

Lightning struck the 450-foot single radiator of KYA four times during the storm, but the protective circuit devised by Chief Engineer Paul Schulz proved effective and the bolts failed to cause any more than a fraction of a second interruption each time the tower was struck.

S. H. Patterson, general manager of KSAN, stated the station's antenna was struck, but because of the employment of a shunt-fed antenna, which is thoroughly grounded, KSAN was not thrown off the air.

Lightning struck the radiator of KSFO Sept. 21, throwing the station off the air from 4:30 to 8 p. m. Pending repairs, programs were broadcast by KROW, Oakland, operated by the same interests.

Moody Bible Series

MOODY BIBLE INSTITUTE, Chicago, on Sept. 24 started the second year of the religious program, *Let's Go Back to the Bible*, heard Sundays, 2:30-3 p.m. on a special MBS hookup of stations CKLW, WAAB, WFIL, WOL, WCAE, WMBI, WHN, KXOK and WGR. Stations WHN, WGR and WOL broadcast the program at different times on Sunday. Dr. Will Houghton, president of the Institute, is again featured with his short talks. Critchfield & Co., Chicago, handles the account.

THE WOW *Good Will Follies*, presented at the Douglas County Fair by 50 members of the WOW staff, attracted 12,800 paid admissions.

wjw
The Voice of Akron

A Market of
650,000 people!

EDYTHE FERN MELROSE
Manager

National Representatives
Headley - Reed Co.

A STATE WITH *Two*
DISTINCT MARKETS

THE ONLY SINGLE,
COMPLETE, ECONOMICAL
MEDIUM REACHING
THE "BRIGHT SPOT"

WOWO

IS NEEDED IF YOU WANT
TO TRULY COVER *Indiana*

YOUR Indiana campaign is not complete without WOWO, Fort Wayne—Indiana's BIGGEST advertising medium—not only the most powerful radio station in the State—but—it covers more Indiana families than any other Hoosier medium—newspaper or radio. May we send you our new folder of interesting facts about Indiana?

WESTINGHOUSE RADIO STATIONS, Inc.
Free & Peters, Inc., National Representatives

WOWO
FORT WAYNE, INDIANA
10,000 WATTS: 1160 Kc. NBC BASIC BLUE NETWORK

TO THE EDITORS OF F

Gentlemen:—

Your readers will be amazed to learn through your September issue that in spite of the millions of dollars music lovers are annually spending for phonograph records they are denied home records that give them true high fidelity.

And (you point out) even if they could secure such superior records there are no phonographs on public sale capable of faithfully reproducing them.

Then the bombshell . . . you tell them that such revolutionary recordings *do* exist and that World Broadcasting System creates them, not for the public, but for radio stations.

You have dug deeply for the wealth of material in your "Phonograph Records" article. May I commend you for uncovering a truth never known to many of your lay readers until now, but long known to the technical and talent per-

Back of this gleaming World disc is a great scientific story—a story that embraces the years of research and the millions in money expended by the famous Bell Telephone Laboratories and Western Electric Company in developing the vertical-cut Wide Range recording system. ● Advertisers using World transcriptions have the satisfaction of knowing that wherever their programs are

WORLD BROADCA

Fortune

sonnel of the radio world—this fact: the most nearly perfect thing in recorded sound is a World vertical-cut Wide Range transcription.

The readers of "Fortune," many of whom are important national advertisers, have listened for years to broadcasts of World recorded programs without discriminating between them and studio programs. These listeners have become partisans of World quality without knowing that quality by name... and partisans, too, of the stations that give them World quality.

Cordially yours,

WORLD BROADCASTING SYSTEM, INC.

P. L. Deutsch

President.

broadcast they are heard with a uniform clarity and life-like quality unequalled by any other method. ● In addition, World offers a variety of services to local, regional and national advertisers. Every step, from program plan to broadcast, is available if desired. Advertisers and agencies are invited to write for details to World Broadcasting System, Inc., 711 Fifth Avenue, New York City. *Studios:* New York, Chicago, Hollywood. *Branches:* Washington, San Francisco.

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War, Hell and ASCAP

WAR IS HELL, whether its purpose is to preserve democracy in Europe against a madcap dictator or to preserve it in radio against an arbitrary totalitarian ASCAP.

The grim business abroad vitally affects radio. Performing an impartial, objective job of reporting the war is no sinecure. It is fraught with all kinds of dangers, but radio is doing it in exemplary fashion.

Copyright, in these tense times, may pale into insignificance. But it is *our* war; one of principle as well as of pocketbook. ASCAP, foolishly we think, refused to deal with a representative committee of the industry. It had the whip hand. The industry, taking the only respectable course left, has decided to finance its own music supply and, through the NAB, has voted a $1,500,000 fund.

Does ASCAP have all the aces? In the past it has been skillful in splitting the industry ranks with what has been described as a "stick of candy" to a select few. This time, however, we believe it will find a united industry—one that has learned that by capitulating to ASCAP in the past, it has only paved the way for other parasites and chiselers, each demanding a good hunk of red meat, and percentage-wise at that.

Song writers know that it's the radio "Hit Parade" that rolls up the royalties. That's why they plug for radio performances, even to the point of having name band-leaders "co-author" tunes that the baton-lifter never saw before. And the name band-leader wouldn't be what he is except for the open sesame of the microphone. In a word, broadcasters control the popularity of both the music and the music performer, and to the same extent the income of both.

The Broadcast Music Inc. plan is basically sound. The fact that two similar efforts failed in the past should not consign it to oblivion. ASCAP has high-powered executives, skilled in the arts of lobbying, promoting, stalling. They are well paid, largely out of radio's pocket; witness the fact that $4,000,000 of ASCAP's $6,000,000 take comes from radio. With full-time, well-paid and smart help, bulwarked by an adequate budget, why shouldn't radio be able to develop its own music? And when it does, we are sure ASCAP won't be so high and mighty.

There is another important battle front. The existing law on the statute books is ASCAP's most potent weapon. By threatening infringement actions against stations at $250 per slip, innocent or otherwise, ASCAP has been able to hold a Sword of Damocles over the head of every broadcaster. That law (vintage 1909, when there was no radio) is archaic; it should and can be amended. A public figure who knows Congress and the copyright problem — former U. S. Senator C. C. Dill, for example—could handle such an assignment. The task could be handled not in the interests of the broadcasters alone, but also for the so-called "small users" who run restaurants, taverns and barber shops, all of whom must pay tribute in driblets to ASCAP they can ill-afford. Then there are the movie exhibitors, hotels and other "users" who contribute more substantially, though only a fraction of radio's tribute.

The NAB convention in Chicago unanimously adopted the Broadcast Music plan. That is only the start of the job. A capable executive must be selected to head the project. Differences between networks and affiliates, independents and their adversaries, should be forgotten. The legislative ball should start rolling. There's plenty to be done. Let's get going!

Daytime Breaks

RADIO shatters precedent with about the same monotonous regularity as the Yanks win pennants. It was only yesterday, it seems, that people were assumed not to listen in the summer, to snub the dial all day; when anything less than an hour of heavy music wouldn't pull, and 9 o'clock was commercial curfew.

With these chimeras cleared away, it might seem there are no more radio worlds to conquer commercially. But there are plenty, The most obvious bonanza is the daytime station-break, now going begging apparently because of the fallacious view that the strip shows are impregnable. We predict, however, some national advertiser will go in for multiple use of those daytime breaks and prove there is something new and productive in radio time.

Latest data reveal that daytime breaks can deliver more sets per dollar today than the night spots used so extensively and profitably. The Cooperative Analysis of Broadcasting's latest popularity survey [BROADCASTING, Sept. 15] proves it, showing the average rating of night half-hour network commercials as 6.1, with the average daytime quarter-hour strip program at 4.

Taking the half-hour unit as typical of evening programs, and the five-day-a-week strip as typical of daytime, it is self-evident that two-thirds as many sets are tuned to daytime programs as compared to evening offerings. Rates for daytime breaks, as a rule, are one-half the night costs.

Moreover, there is the availability factor. Advertisers today experience difficulty in buying night breaks adjacent to programs holding ratings equal to or above the average. Because so few advertisers have seen the possibilities of daytime breaks, there are many availabilities adjacent to some of the most popular programs on the air.

The local advertiser, by dint of local sales staff efforts, is beginning to buy daytime breaks. At least one national account recently saw and took up the opportunity. Those who start now can virtually pick their own spots. "Small space, frequently inserted" has been the basis of many a successful newspaper campaign. The station-break is radio's way of applying that axiom. But it affords an advantage over small publication space, since the smaller the display the less actual reader circulation. In radio, however, the rule does not apply because the station break depends entirely upon its *position* for its circulation.

Because attractive *position* is available on most stations—network as well as non-network—for daytime breaks, they represent a real buy for advertisers who want mass circulation of short, poster-type copy.

FREE TIME "suggestions" from governmental agencies, Federal, State and local, often have proved the station manager's nightmare. Thus, when a sane, sensible, cooperative plan earmarked for sponsorship is put forward, such as that projected by Federal Housing Administration, it is easy to understand why a rousing cheer should ensue [see page 20].

Bears Watching

WHEN AN ASTUTE broadcaster like John Shepard 3d ventures into the frequency modulation field to the tune of $200,000 or more, and himself becomes a distributor of F-M receivers, you can rest assured there's "something to it". Then when Bell Laboratories, Westinghouse, GE, NBC, CBS and various station operators decide to do some experimenting with the new system of transmission and reception, the skeptics must sit up and take notice.

It is all too easy to dismiss a revolutionary idea with an offhand remark that nothing can be done to shake up the broadcast band, or disturb the 40 million receivers now in use, but these are times when anything can happen. The war, if not the apparent efficacy of the new system, might wreak drastic changes overnight. We have watched and heard the Armstrong system in operation. There is no doubt about the remarkable clarity of the signals it produces and reproduces. What it may do to the present broadcasting system can hardly be guessed, but certain it is that the dozen or so experimental stations already authorized bear the closest scrutiny of every broadcaster.

Maj. Armstrong has been particularly generous in throwing open his invention to investigation by all comers and has not yet announced whether he intends to license or sell his apparatus outright. His standing among his own technical fraternity, his past record as an inventor and the conviction among his F-M followers that he has hit upon something important—all lend to our belief that every station owner would do well to look into the new system.

XUM

We Pay Our Respects To —

FREDERICK WILLIAM MEYER

SELLING groceries over the counter and selling them over the air, you'll admit, entail radically different techniques. But if the salesman knows how to serve the "public interest, convenience and necessity", whether he sells pickles, piccolos or pachyderms, he'll make the grade.

Such a man is Frederick William (Bill) Meyer, general manager of KLZ, pioneer voice of the Rockies in Denver. He's sold groceries over the counter, and he sells them over the air. As a matter of fact, his prowess as a hawker of beans, butter and broccoli proved a direct route to radio.

It was because Bill Meyer was possessed of that spark of sales genius, sans high pressure, that he was enticed into radio 14 years ago. And it was with KLZ, which had been on the air since 1921. Though the ownership of the station has changed, Bill was kept in the saddle, because his identity was almost synonymous with Rocky Mountain radio.

Bill Meyer is a personification of proof that a good salesman does not have to be raucous and rip-snortin' even in the alleged wild and wooly West. Big, broad and swarthy, he is nevertheless soft-spoken and mild-mannered. He is friendly and genial—virtues that are characteristic of the entire KLZ organization, as well as that of its little-sister station, KVOR, in nearby Colorado Springs.

Bill Meyer is a native Denverite, born there of pioneer stock on Nov. 7, 1888. When General Mills, or its precursor, peddled Gold Medal flour rather than Wheaties, he donned the apron and straw cuff-guards as a grocery clerk. He learned how to handle the public, and acquired a practical knowledge of "public service" that has served him in excellent stead in radio. His self-acquired knowledge and huge capacity for work, as a young man, soon cast him in the role of star salesman on the staff of one of Denver's large wholesale houses. His expanding reputation as a go-getter then came to the attention of Dr. William D. Reynolds, one of the nation's early manufacturers and distributors of radio receivers and a pioneer in experimental broadcasting.

As radio began to cut through the fad era, Dr. Reynolds looked for sales assistance, to enable him to devote more time to broadcasting. Quick to appraise the possibilities of radio, Bill Meyer dropped a lucrative grocery territory to assume management of sales for Reynolds. The business grew, as did KLZ. Time was being sold on the air in the East. It looked good in Denver too. In 1925 Meyer became a partner in KLZ. He invested his life's savings in the business, though friends sought to dissuade him from such a "radical" move.

New studios were acquired in the downtown Shirley-Savoy Hotel and new equipment was installed. Bill Meyer started in the broadcast business with the same philosophy he used in groceries and receiving sets, and that was to please the customer. His "customers" were the radio audience, and he sought to diffuse friendly, helpful service to the community. The result was and still is an audience loyalty unique in the radio annals.

KLZ was one of the early Western outlets of CBS, joining the network during its first year of operation in 1927. The station's personnel and operations grew apace, with many innovations in programming and merchandising developed. The organization today, with 38 employes, is completely departmentalized and geared to every phase of broadcasting.

Not long after the death of Dr. Reynolds in 1935, control of KLZ passed into the hands of E. K. Gaylord and Edgar Bell and their associates of the Oklahoma Publishing Co., which already operated WKY, in Oklahoma City. Mr. Gaylord, a native of Colorado Springs and a strong booster of Colorado, wanted to contribute something to its people. He saw radio as the most direct course.

Because of Bill Meyer's status in the community and his long and successful record in the industry, the new owners of KLZ asked him to remain as the station's executive head. With him they began a new era of service. New dollars were spent in studios and transmitters—the latter one of the show places of the area. And it has paid handsome dividends in public acceptance and confidence and in sales records.

Ask Bill Meyer today why he chose radio and he will still tell you: "Because it offers such a splendid opportunity for service to the largest number of people, and because it is always unpredictably exciting". Though radio dominates his interest, he finds time for other activities, notably trout-fishing, golf and aviation.

Proudest possession of Bill Meyer and his charming and talented wife is daughter Helen Maurine Fivash, Jr., former student in the School of Medicine at the University of California, married a month ago. Proudest associations are his host of friends and his memberships and activities in radio groups, the Masonic Order, Rotary Club, Cherry Hills County Club, Denver Athletic Club, Gyro and others. Proudest accomplishment, his record as a veteran radio man but one who is still pioneering.

Personal NOTES

J. OREN WEAVER, formerly head of the news department of WBBM, CBS outlet in Chicago, has been named assistant to Paul White, CBS public affairs director, New York. George Stellman, of the WBBM news staff, has been promoted to the position formerly held by Mr. Weaver. A graduate of Northwestern U., Mr. Weaver is an ordained minister of the Episcopal Church and has been with WBBM since 1936. Stellman is a graduate of California U. and joined WBBM in 1936 after a newspaper career in Oakland, Cal. He will continue to write *History in the Making*, half-hour Sunday afternoon show on WBBM sponsored by Sinclair Refining Co.

ROBERT F. SCHUETZ, for ten years with NBC's engineering department in New York and on the West Coast, has been appointed manager of the network's transcription service in Hollywood.

HAL BURNETT, formerly of WBBM, Chicago, has joined the merchandising and sales promotion department of WISN, Milwaukee.

BRUCE EELLS, at one time with WGN, Chicago and WHO, Des Moines, has joined KHJ, Los Angeles, as account executive.

J. BERT MITCHELL Jr., former manager of KPLT, Paris, Tex., and KGKL, San Angelo, and lately with Texas State Network, has been named manager of KTBC, new 1,000-watt daytime station in Austin, Tex.

FRANCIS (Puck) WENDLING, formerly account executive of KHJ, Los Angeles, has joined KMO, Tacoma, Wash., in a similar capacity, working under Thayer Ridgway, sales manager of the Pacific Network.

HENRY FRITZEN, KGER, Long Beach, Cal., account executive, and Rosanna Hubley, office manager of the station's Los Angeles studios, were married Sept. 10 in Yuma, Ariz.

DR. ORESTES H. CALDWELL, editor of *Radio Today*, on Sept. 29 gave a talk on MBS titled "How's Your Radio?" in connection with the "Curtain Raisers" campaign of the NAB to increase the number of listening hours, radio listeners and the efficiency of receiving sets.

E. P. H. JAMES, sales promotion manager of NBC, will serve as one of the judges in the fifth annual Exhibition of Printing sponsored by the New York Employing Printers Assn., to be held Oct. 31-Nov. 2 at the Hotel Commodore.

JOE D. CARROLL, formerly chief engineer of KFJI, Klamath Falls, Ore., has been appointed general manager of KGDM, Stockton, Cal.

A. L. ASHBY, vice-president and general counsel of NBC's legal department, on Sept. 6 spoke on "Radio as an Economic and Social Force" at the National Committee meeting of Alpha Kappa Psi, of which he is a member, at Pocono Manor, The Poconos, Pa.

TAMS BIXBY, manager of KBIX, Muskogee, Okla., is back at his desk following a narrow escape from death in a yacht explosion in Minnesota.

H. NELSON COCKER, manager of WTEL, Philadelphia, on Sept. 9 married Ardella Flade of that city.

BOB HOFER, recently of KUJ, Walla Walla, Wash., has been transferred to KRLC, Lewiston, Ida.

JOHN GILLIN Jr., general manager of WOW, Omaha, has been named honorary vice-president of the Nebraska Table Tennis Assn.

BEN E. STONE, for five years commercial manager, has been named general manager of KOOS, Marshfield, Ore.

TOM SHUGART, salesman of KGKB, Tyler, Tex., is the father of a girl born recently.

WILLIAM B. HARDEN, recently of the *Syracuse Journal*, has joined WSYR, Syracuse, as salesman.

TOM HAMILTON, salesman of WNEW, New York, on Sept. 15 married Margaret Caverley of Hampton, N. J.

W. C. WESTER, sales manager of WKBZ, Muskegon, Mich., is the father of a baby boy.

ROY E. HUGHES, out of radio for some time, has joined KOY, Phoenix, Ariz., as account executive.

AL MENDENHALL has joined the sales staff of WATL, Atlanta, Ga.

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., is the father of a boy born recently.

EDWARD DE SALISBURY, formerly sales promotion manager of NBC Artists Service, has been transferred to the NBC sales department.

Memorial to Marconi

R. M. BROPHY, general manager of the Canadian Marconi Co., Montreal, recently presented a memorial monument to Sir Humphrey Walwyn, Governor of Newfoundland, and to the people of Newfoundland, to mark the spot on Signal Hill where Guglielmo Marconi and two colleagues heard the first trans-Atlantic wireless signal on Dec. 12, 1901. The attendant ceremonies were carried on CFCF, Montreal, the Canadian Broadcasting Corp. national network, and the NBC Blue network. Percy W. Paget, one of Marconi's associates, took part in the program from London. Chief Justice of Newfoundland Sir William Horwood, who was present when Marconi heard the historic signal, also took part in the ceremonies broadcast from St. Johns, Newfoundland.

BEHIND the MIKE

GEORGE CRANDALL, former manager of the concert division of New York's Federal Music Project and previously station manager of WIBX, Utica, has joined the CBS publicity department as field representative. Mr. Crandall is now visiting principal cities on behalf of CBS sustaining music, education, and drama features, including in his itinerary all cities which the New York Philharmonic-Symphony Orchestra will visit on its out-of-town schedule starting Oct. 28.

BETTY POLLEN, formerly in the radio division of J. Walter Thompson Co., Hollywood, has joined Don Lee Broadcasting System, Los Angeles, as television talent scout, and assistant to Jimmy Burton, director of studio operations.

TOM HUDSON, formerly of the Texas State Network, has joined the announcing staff of WGN, Chicago.

JACK EDMUNDS, formerly at WLW and WSAI, Cincinnati, and recently director of states for the New York Fair, has been named production chief of WKRC, Cincinnati. Before his Cincinnati connections he had been an NBC producer, later manager of CFCF, Montreal. Horace Hunnicutt, formerly with NBC, Washington, and WNOX, Knoxville, has joined WKRC as pilot of the *Dawn Patrol*. Bill Welch, recently with WCKY, Cincinnati, and KOBH, Rapid City, S. D., has joined WKRC as announcer and news commentator.

HARRY RENFRO has been added to the news and announcing staff and Sylvia Connor to the program department of KXOK, St. Louis.

J. J. MURRAY, auditor of WEEI, Boston, and his bride, the former Margaret Grady of the WEEI general service department, are honeymooning in the East and South.

ROD CUPP, of the production department of WLS, Chicago, is the father of a baby girl born Sept. 19. John Brown, of the WLS music department, is the father of a baby girl born Sept. 17.

CLARENCE TONAHILL, formerly of WACO, Waco, and KTSA, San Antonio, has joined the announcing staff of KGKO, Fort Worth. Thaine Engle has been relieved of routine announcing and is doubling in continuity.

BOB DRAKE, and his *Jackson Family*, after nearly four years at WHAS, Louisville, has joined WROL, Knoxville, where he is sponsored six evenings a week.

JACK MANNING, announcer of WBZ-WBZA, Boston-Springfield, is writing a radio column for a new local magazine, *What's New in Boston*. Horace Rolfs, of the mail room, is art editor of a church publication and writes an amusement column for the *Youth Tribune*. Charles Higgins, recently with WORC, Worcester, Mass., is announcing temporarily at WBZ.

DAVE PORTER, recent graduate of Texas College of Mines, has joined the continuity staff of KTSM, El Paso.

VIC ROWLAND, former associate editor of the Golden Gate International Exposition *Guidebook* and news editor of the *Stanford Daily* at Stanford University, has been promoted to promotion manager of KVOE, Santa Ana, Cal. He succeeds Jack O'Mara, who has joined the promotion staff of WOWO, Fort Wayne, Ind. Virgil Blakemore is a recent addition to KVOE's sales staff.

WILLIAM M. KEPHART, of the announcing staff of NBC-Chicago, has succeeded Everett Mitchell as supervisor of the NBC announcing staff. Mitchell relinquished the post to devote his full time to a heavy schedule of sustaining and commercial jobs.

NOT FOR hitting home runs, but for spelling them is this trophy awarded to Tony Koester, sportscaster of KFBK, Sacramento, awarded by the Pacific Coast League. Koester was adjudged the most "appreciated" sports announcer in the League in a competition which included Los Angeles, San Francisco, Portland, Seattle, Oakland and Hollywood, as well as Sacramento, which is the smallest city in the League. Old Gold cigarettes and Briggs Pipe Mixture, P. Lorillard Co., products, have sponsored baseball over KFBK for the last two seasons. The award was based on the proportionate increase in attendance on designated Radio Appreciation nights at the ball parks.

RON GAMBLE, announcer of WJR, Detroit, announces his engagement to Eleanor Ryan, soprano of the *WJR Chorus*. Gamble got his airplane pilot's license the same day (Sept. 15) as well as a new contract to m.c. the Ford *Sunday Evening Hour*.

LEE STRAHORN, producer, NBC, San Francisco, is recovering from a lung injury suffered during a severe attack of coughing. He was hospitalized several weeks.

ELLIS CRAIG, KOY, Phoenix, account executive, and prior to that announcer, has resigned to join Sahuaro Plaster Co., Los Angeles.

DON LOGAN, former announcer-singer at KROW, Oakland, Calif. and previous to that radio editor of the *Oakland Post-Enquirer*, has been made manager of the Regal Theater in Los Banos, Cal.

ROD HENDRICKSON, commentator-actor at NBC, San Francisco, is also radio editor of *The Argonaut*, San Francisco weekly.

EMERSON SMITH recently resigned the KPO-KGO announcing staff in San Francisco to become assistant program manager of KDYL, Salt Lake City.

ARNOLD MARQUIS, of the San Francisco NBC production staff, will conduct a series of lectures on "Radio Writing" for the University of California Extension Division this Fall.

J. B. CLARK, announcer of WPTF, Raleigh, N. C., has started a series of weekly sport pages in *The State*, North Carolina magazine. Graham Poyner, program director, has been named to the Community Chest publicity committee.

LIEUT. ROBERT D. HEINL Jr., U. S. Marine Corps, son of Bob Heinl, the Washington radio writer, on Sept. 23 was married in Washington Cathedral to Nancy Gordon Wright.

Note From Abroad

FERNANDO DE SA, Portugese language announcer of NBC, New York, International Division, has just learned, to his regret, that his voice carries throughout Latin America. Years ago, while attending a Brazilian University, Fernando generously signed as security on a fellow student's note. During a recent broadcast his voice was recognized by the holder of the note, who promptly notified him that the note never had been paid. The net loss to Fernando was $130.

JIM COX, continuity chief of WKY, Oklahoma City, and his wife, Harriot Johnson, are authors of a new song, "Inquire Within", sung for the first time Sept. 23 by Allan Clark, WKY musical director, with Bobby Clark as pianist.

ROBERT W. McDONALD, writer of KMOX, St. Louis, suffered a fractured skull Sept. 19 in an auto accident and was in a serious condition. He was injured while riding with a police radio dispatcher, who was instantly killed when the car hit a pole and overturned.

MAURICE BARRETT, production manager of WHN, New York, has written a book on American poetical philosophy titled *Thoughts Are Things*, which will be published this fall.

EMMETT JACKSON, announcer of WHIP-WWAE, Hammond, Ind., married Anne Wilkin Sept. 22.

STANLEY VAINRIB, recently of the Chicago Radio Council, has been subbing during the illness of Jack Foster, announcer of KRIC, Beaumont, Tex.

H. L. JOHNSTON has been named musical director of WDZ, Tuscola, Ill.

CHARLES TIGNER, Texas State Network announcer, and Margaret Knotts, of Dallas, were married recently at Fort Worth.

Meet the LADIES

HILDA C. WOEHRMEYER

AROUND WOWO-WGL, Westinghouse stations in Fort Wayne, Hilda C. Woehrmeyer, continuity supervisor, is known as "the mainstay of the general office". She has been with the stations nine years and has been active in both sales and programming. At present she acts as liaison between sales and program departments, reporting to the manager.

ARDENNE WHITE, tenor of *Musical Steelmakers* on MBS, has joined the program's production staff, replacing Walter Patterson, who has resigned to return to station work. Mr. Patterson, former program director of WWVA, Wheeling, has not announced his future plans.

ALICE HILL, actress of WGN, Chicago, and MBS, was married Sept. 29 to Sumner Walter Dill Scott, son of the former president of Northwestern U. Miss Hill is a member of the cast of *Betty & Bob, Painted Dreams* and *Curtain Time*.

ARCH OBOLER, New York writer-producer, will originate his weekly dramatic series from Hollywood for approximately a month starting Oct. 12.

KEMP TOOLE, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGVO, Missoula, Mont., replacing Glenn Marston, now assigned to news.

BILL SHARPE, formerly of KLAH, Carlsbad, has joined KIUN, Pecos, Tex., as chief announcer, replacing Wray Guye.

ROBERT DOBBIN, formerly of KFJB, Marshalltown, Ia., has been named farm editor and continuity chief of WDAY, Fargo, N. D. Dave Henley has been promoted to production manager of WDAY.

PAUL BRENNER, formerly announcer of WNEW, New York, has joined the staff of WAAT, Jersey City, and will conduct two daily programs, the *Breakfast Special* from 8:30 to 9:30 a. m. and a musical program from 4:30 to 6:30 p. m.

MERLE PITT, musical director of WNEW, New York, recently became the father of a second child, a girl.

FRED FOX, continuity writer of KYA, San Francisco, suffered a concussion of the brain and severe bruises recently when he slipped and fell on a gravel walk. Watson Humphrey, producer of commercial programs, suffered an injured leg in a fall at home.

GEORGE BACKUS, in charge of participation programs of the Arizona Network, after spending the entire summer in Riverside, Conn., has returned to KOY, Phoenix.

CLINTON JONES, CBS Hollywood, assistant news bureau editor for three years, has been appointed news editor of the network's San Francisco bureau.

STEPHEN DALE, formerly of CHML, Hamilton, Ont., has joined the announcing staff of Canadian Broadcasting Corp., Toronto.

DON GILLS, of the music staff of WBAP, Fort Worth, is the father of a baby boy born Oct. 18.

MISS MABEL HOLLAND, a member of the sales staff of WBIG, Greensboro, N. C., will marry Broadus Bryan Wright, of Washington, in October and move to Washington.

GLENN MARTIN has been named chief announcer and special events director of KGVO, Missoula, Mont.

WILLIAM BAMFORD, acting program director of WNBX, Springfield, Vt., has been given that post on a permanent basis, and Miss Grace Cross has been named assistant program director. Robert F. Anthony has been appointed continuity director.

GEORGE COSTLEY who writes and conducts the daily quarter-hour *Charm School* on Arizona Network, has been signed by Public-Rickards-Nace Theatres, Phoenix (statewide chain) to write *Theatre Time*, sponsored on that network. Both shows originate at KOY, Phoenix.

JOE BIGELOW, who wrote comedy material for the Rudy Vallee program, is returning to Hollywood from New York as staff member of J. Walter Thompson Co. He will work with Carroll Carroll and Lynn McManus on the NBC *Kraft Music Hall*.

DEL CAMP, former program director of WDEV, Waterbury, Vt., and more recently with WHDH, Boston, has joined the announcing staff of WTAG, Worcester. Ray Saunders, formerly with WHN and WMCA, New York, has also joined the WTAG announcing staff.

JAMES WOOLWINE, of Hollywood, recently with St. Louis stations, has joined KUJ, Walla Walla, Wash., as announcer and producer. Bob Lewis, of Seattle, also has joined the announcing staff.

JEWEL STUDY, secretary to Manager A. V. Tidmore, of WFMD, Frederick, Md., has announced her engagement to Ted Fowler, with wedding set for January.

ARTHUR BROWN, continuity chief of WNAX, Yankton, S. D., has resigned to spend the winter in Des Moines doing freelance writing. Winifred Hubler, of Drake School of Radio, has joined the continuity department of WNAX. She formerly has been at WHO and KSO-KRNT, Des Moines.

AL DAVIS, KLO, Ogden, Utah, announcer, has resigned to return to Montana.

LEO TOWNSEND and Bob Ross, Hollywood writers, who contributed to the CBS *Texaco Star Theatre* last season, have been re-signed for the current series. Other Hollywood writers on the show include Frank Galen, Abe Burrows, Keith Fowler and Tom Langan.

CARLTON KADELL, former Hollywood announcer-actor, now in Chicago, has the role of Chris in the CBS serial, *Romance of Helen Trent*.

WILFRED ROBERTS, former NBC announcer, recently signed to a Paramount Pictures Corp. contract, has been set for a featured role in "The Farmer's Daughter."

BEN McFALL, new to radio, has joined KBIX, Muskogee, La.

Krautters Is Promoted

Mr. Krautters

PROMOTION of E. C. (Jimmy) Krautters, sales promotion manager of WCKY, Cincinnati, to sales manager, succeeding Lloyd G. Venard, who has resigned, was announced Sept. 19 by L. B. Wilson, president and general manager of the new 50,000-watter. Mr. Krautters joined WCKY last April, leaving WLW, where he was assistant sales manager in charge of service. He has been in radio for a decade. George H. Moore, a member of WCKY's sales personnel since 1929, was named manager of the sales promotion department succeeding Mr. Krautters. Mr. Venard, it was reported, resigned to accept another position, though he has made no announcement of his future plans. Before joining WCKY two years ago, he was sales manager of WGAR, Cleveland.

TRUMAN BRADLEY, M-G-M film actor, and formerly CBS Chicago announcer of the *Ford Sunday Evening Hour*, has been signed to handle commercials on the *Burns & Allen* program which starts on that network Oct. 4 under sponsorship of Lehn & Fink Products Co.

A. J. TAYLOR, head bookkeeper of KRGV, Weslaco, Tex., is the father of a baby boy. Dick Watkins, studio manager, recently became the father of a baby girl.

Coincidence

WHEN Julian Bentley, head newscaster of WLS, Chicago, returned recently from a Canadian fishing trip he got the staff together to tell them about the one that got away. In the middle of his story the phone rang. It was the Illinois State Liars Club asking Julian to appear on a coming program.

GEORGE SAMERJAN, CBS Hollywood art director, has received a commission from the U. S. Treasury Department to paint three mural panels for the new Maywood (Cal.) post office. He also has accepted the invitation of Occidental College, Los Angeles, to conduct classes of water colors in the Fine Arts department.

DICK McNIGHT, Hollywood writer, has joined the writing staff of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

WALLACE GADE, program director of KJBS, San Francisco recently returned to his duties following a two-month leave.

HARVEY D. SANDERSON, promotion manager of the *Syracuse Journal-American*, recently merged with the *Herald*, has been named publicity director of WFBL, Syracuse.

POLLY SHEDLOVE, conductor of the *Polly the Shopper* programs on WHN, New York, was married Sept. 21 to vocalist Perry Martin.

DON DUNPHY, sports commentator of WINS, New York, is conducting a weekly sports column in the *Bergen Sunday Star* of Bergen County, N. J.

JACK KING, newsman of WJR, Detroit, follows Paul Sullivan's program on WJR with a roundup of Detroit and Michigan news.

MISS MERLE McMURRAY has joined KTBC, Austin, Tex., as news editor.

JANET CAMPBELL, of San Francisco, has joined the program staff of WJSV, Washington.

MARGERY MAYER, singer of NBC-Chicago, has been signed by the Chicago Civic Opera Co. to sing in eight operas during the approaching season.

IRENE LEAVITT has joined KOY, Phoenix, Ariz., as receptionist.

SOLLY VIOLINSKY, Hollywood gag writer, has been added to the NBC *Tip Top Show* which starts Oct. 5 under Ward Baking Co. sponsorship.

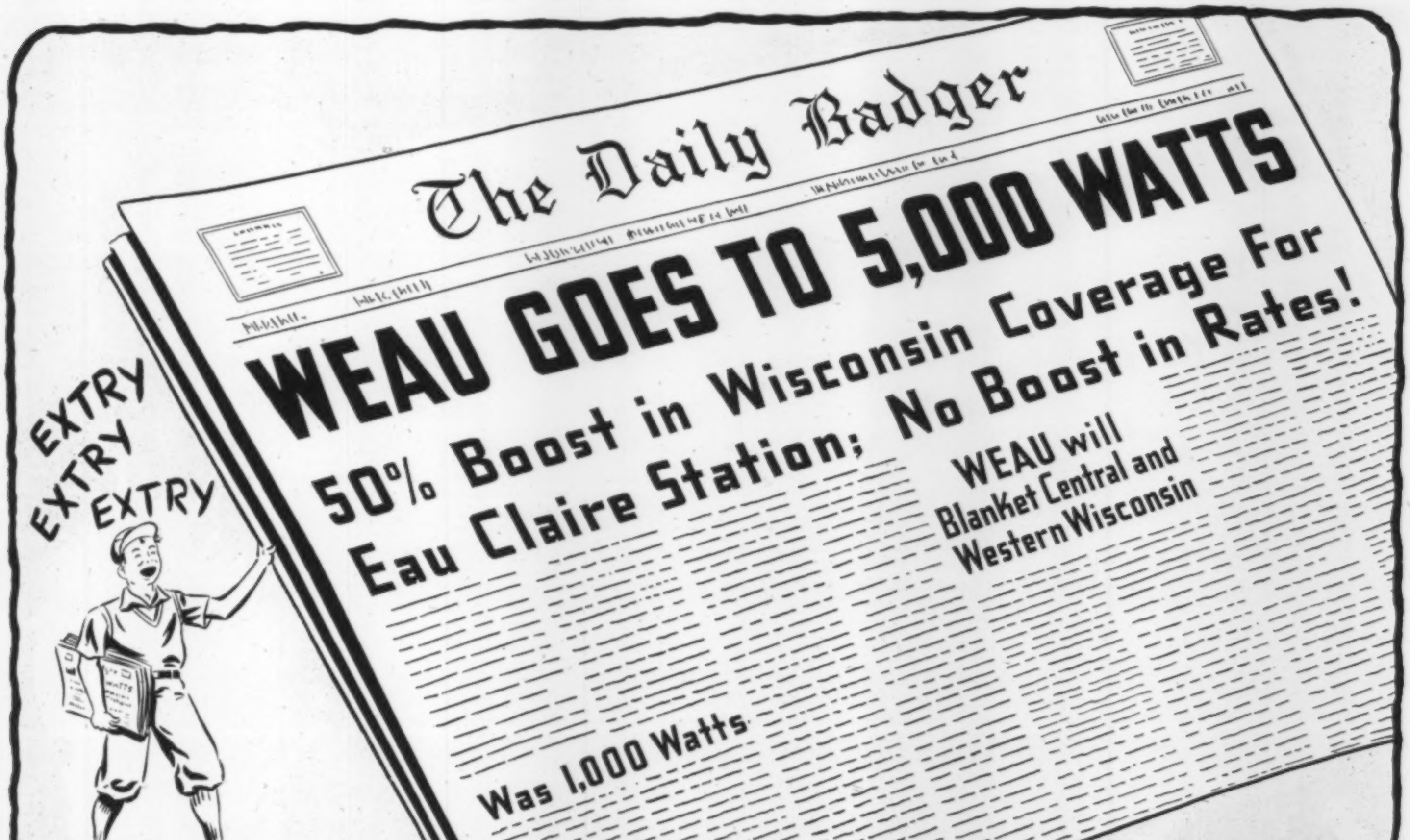
JOHN DRAKE has returned to KRGV, Weslaco, Tex., to handle football.

ROBERT COWDEN, formerly with San Francisco stations, has joined WDRC, Hartford, as continuity writer. Jack Zaiman, WDRC newscaster and sports commentator, has returned to the station after a European vacation, having left London 30 hours before the outbreak of war.

CARTER REYNOLDS, former freelance announcer at Des Moines, has joined the staff of KFDA, Amarillo, Tex., to succeed Walter Windsor Jr., resigned. Dolores Little has joined the staff of KFDA, Amarillo, as receptionist, succeeding Carlie Barnes, resigned.

BLAIR EUBANKS, sports announcer of WTAR, Norfolk, Va., has been named assistant program director to handle special events. Eddie Andrus has been named assistant program director.

PAUL ROSS, formerly of Columbia Artists Service, has joined the Jack Curtis-Leo Morrison booking office as head of the radio department.


The Daily Badger
WEAU GOES TO 5,000 WATTS
50% Boost in Wisconsin Coverage For Eau Claire Station; No Boost in Rates!
WEAU will Blanket Central and Western Wisconsin
Was 1,000 Watts
EXTRY EXTRY EXTRY

REPRESENTED by GEO. HOLLINGBERY CO. ★ ★ 5,000 L.S. ★ 1050 KILOCYCLES ★ JOHN STACK, MGR.

"ONLY KSFO WAS THERE"... one of a series

KSFO
CBS
KSFO
MAHOMET WENT TO THE MOUNTAIN...
-but KSFO brought the ALPS to San Francisco!

Did you ever hear the echo of a yodel bounce off a Swiss Alp? Candidly, neither did we, but, believe us, there's nothing comparable musically with 5,000 Swiss singers yodeling in a San Francisco park.

They came to San Francisco recently, those 5,000 Swiss choral society members, from all up and down the Coast, and Northern California... through KSFO and ONLY through KSFO... heard one of the most unique musical features in many a day.

It's that sort of showmanship... seeking out and presenting the unusual, the dramatic, the beautiful... that goes hand in hand with Columbia's famous programs and top-flight local shows to keep KSFO at the peak of popularity in Northern California.

KSFO
560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

Studio Notes

THE first network program on CKLN, Nelson, B. C. brought the voice of King George addressing the world following Britain's declaration of war. Manager Hume Lethbridge was notified 20 minutes before the address that the station would be included in the CBC network if lines could be set up in time. The line was ready in 15 minutes and adjustments were completed just 20 seconds before the station's first network broadcast took the air.

KROC, Rochester, Minn., through its Owatonna studios recently sponsored a dinner at the Hotel Owatonna honoring 12 baseball players chosen as the outstanding players in the Southern Minnesota League. Medals were awarded each winner. Cal Smith and Walt Bruzek, KROC announcers, have handled all broadcasts for the league during the 1939 season.

WGN, Chicago, was to reopen its audience studios Oct. 1 following redecoration. Audience shows originating from the main studio include *Musico*, *Pageant of Melody*, *Romance in Rhythm*, *Concert Revue*, *Your Sunday Date*. More than 1,000,000 guests have visited the WGN studios since 1935, according to Frank Schreiber, WGN public relations director.

GULF OIL Corp., Pittsburgh (oil products), which resumed the CBS *Screen Guild Theatre* series Sept. 24, after a summer layoff, is originating the weekly half-hour show from Earl Carroll's Theatre-Restaurant in Hollywood. The night club has a seating capacity for more than 1,000. The *Screen Guild Theatre* was crowded out of the CBS Hollywood studios and remote theatres.

NATIONAL YOUTH ADMINISTRATION, New York, on Sept. 21 started the fall season of its weekly half-hour program *NYA Varieties* on WNYC, New York's Municipal station. Special program to celebrate the start of the series was heard Sept. 14 on CBS from the new NYA studios at 1697 Broadway. Second weekly feature of the NYA Radio Workshop, *Music and Youth*, on Oct. 2 will be shifted from Monday's at 11:15 a. m. to 3:30 p. m. on WNYC.

WGN, Chicago, has subscribed to Associated Press radio news service. Other services used by WGN include United Press, Press Radio and the *Chicago Tribune* News Service.

CHICAGO CITY baseball series between the White Sox and the Cubs will be offered to the local stations on a sustaining basis, according to an announcement Sept. 20 from the league offices. The city series will be played between Oct. 4 and 10 on the usual four out of seven basis. The Oct. 4 and Oct. 9 games will be played at night in Comisky Park. It is understood that WGN, WBBM, WJJD, WCFL will air the daytime games; WGN, WIND and WCFL the night games.

WMAQ, Chicago, has made an exchange deal with the *Chicago Daily News* by the terms of which the *News* will use two five-minute periods weekly on WMAQ and the station will use 15 inches daily in the newspaper. One air period will be devoted to foreign news and the foreign staff of the *News*. The space may be used for a daily radio gossip column, according to Bill Ray, public relations head of NBC-Chicago. Similar deals are being worked out with other Chicago papers.

TO BRING listeners authoritative information on world affairs, WQXR, New York, has arranged to broadcast the Saturday luncheon meetings and student forums of the Foreign Policy Association during the 1939-1940 season, which starts Oct. 7. First feature of the series will be a discussion of "Europe at War."

In the Records

A FULL DAY of broadcasting on WJSV, Washington, will be placed in files of the National Archives, first recording of a station's clockround schedule to be placed in the Archives. Discs were cut throughout the Sept. 21 schedule, from opening announcement at 6 a. m. to signoff at 1 a. m. The day was selected because it included a historic broadcast, the opening of the special session of Congress and President Roosevelt's neutrality speech. Filed in the Archives are many recordings of broadcasts covering historic events, including speeches by Presidents and other prominent officials.

UNITED PRESS reports the following new subscribers to its news service: KVAN, Vancouver, Wash.; WEBC, Chicago; WCNC, Elizabeth City, N. C.; WLPM, Suffolfk, Va.; KFIO, Spokane.

SINCE the entrance into Poland of the Russian Army, WHOM, foreign language station in Jersey City, has taken further precautionary steps with all announcers handling foreign or English news programs. Stalin may be referred to only as the "leader of Soviet Russia" in the same way that Hitler is now mentioned only as the "German Chancellor." Announcers also are not permitted to use the terms Bolshevik or Communist, but must refer to the Russian people or to the country as "Soviet Union, USRR, Russia or Soviet Russia."

AMERICAN neutrality poll conducted by Johannes Steel, news commentator of WMCA, New York, during a week of his five-weekly broadcasts, was presented to members of Congress at the special session Sept. 21. Results of the poll, which drew 1,511 letters and telegrams containing 1,952 votes from New York, New Jersey and Connecticut, showed "overwhelming approval of a change in the present neutrality status", according to WMCA. Those favoring repeal of the existing legislation totaled 92.3%, with 7.7% opposed to any change.

IN A TIEUP between WPEN, Philadelphia, and the *Jewish World*, daily newspaper, the paper uses WPEN for a nightly quarter-hour period and WPEN uses display space. The newscasts include three guests as well as members of the newspaper staff. Some portions are in English, others in Yiddish.

WBBM, Chicago, has started a series of Saturday morning classes in radio for its 10 page boys. Les Mitchell, producer of WBBM, will instruct the lads in radio dramatics, narration and announcing techniques. Classes will continue through the winter months.

WHN, New York, is selling specially printed maps of Europe to its listeners so that they may more easily follow the report of troop movements and battles given each night by George Combs, station's commentator, in his roundup of news from the war zones.

THE Philadelphia chapter of the National League of American Penwomen has just received the national radio award offered by its parent organization. The prize was one of three presented to branches displaying the greatest and most worthwhile radio activity. The weekly broadcast was a part of the WPEN Women's Club daily program, directed by Mabel Love, and featured prominent women writers and a series of talks on the technique of writing from the layman's viewpoint.

TO DISCOVER what young Americans are thinking and doing about such pressing problems as war, neutrality, and the danger from propaganda will be the basis of a series of weekly informal discussion programs *Youth Questions the Headlines*, starting Oct. 23 on NBC-Blue and arranged in cooperation with *McCall's Magazine*. Young people from widely different backgrounds will be asked to discuss their opinions under the direction of Otis Wiese, editor of *McCall's*, in the East; and in the West by Miss Toni Taylor, associate editor.

WEVD, New York, on Sept. 25 started a weekly half-hour forum program on *Economic, Military & Political Aspects of the War* with interpretations by Prof. Charles Hodges of New York U. Dr. Willi Schlamm, former editor of *Weltbuhne*, and Irving B. Altman, editor of *Dynamic America*. Daily war news on WEVD is covered by Ludwig Lore, columnist, on Thursdays and Saturdays; Gerhard Seger, former member of the German Reichstag, on Wednesdays; Charles Yale Harrison, author, on Sundays, and Bryce Oliver, commentator, on Tuesdays, Wednesdays and Thursdays.

EIGHT devotional programs heard last season on NBC's Blue and Red networks will return to the air early in October. Sunday programs returning are *Radio Pulpit* and *National Vespers*. Among the weekday programs will be *Religion and the New World* on Monday; *Our Spiritual Life* on Tuesday; *Opportunity*, on Friday; *The Call to Youth* and *Religion in the News* on Saturday, and the Monday through Friday program, *Getting the Most Out of Life*.

KOMO, Seattle, originated the fifth Salmon Derby broadcast from Elliott Bay, near the business district, with 500 anglers participating. The program was fed to NBC-Red.

NEW HOME of WHBC, Canton, O., was dedicated Sept. 12 in the presence of Gov. John Bricker of Ohio and Charles Wakefield Cadman, the noted composer. Completely RCA equipped, with a 502-foot Truscon vertical radiator, the Brush-Moore newspaper station, purchased two years ago from a local priest, is now managed by Felix Hinkle, former business manager of the *Canton Daily News*, with Truesdale Mayers as program director; William Kirkendale and Harold Waddell, salesmen; Kenneth Sliker, chief engineer. WHBC is affiliated with the *Canton Repository*.

WHEELING, W. Va., turned out Sept. 12 for an all-day parade and festival in tribute to *It's Wheeling Steel*, half-hour Sunday afternoon series which returns to the air Oct. 8 on 44 MBS stations. Among the celebrities in the parade were (l to r) Governor Homer A. Holt, Mayor John J. Mathinson and John L. Grimes, advertising manager of Wheeling Steel. More than 10,000 fans turned up at Wheeling Park for the all day picnic, broadcast and dance.

TEXAS State Network has started a two-hour program, *TSN Saturday Night Radio Roundup* which plays to packed houses at the Fort Worth Municipal Auditorium. Talent comes from the 24 member stations, which select participants through local competitions. Cash prizes are given.

CKAC, Montreal, does double duty in reporting the European situation through its CBS facilities. A few minutes after each news report is broadcast in English it is repeated in French.

WGN, Chicago, has started an half-hour Sunday morning series titled *The Living Bible*. Directed by Robert W. Fling, the program features top-notch Chicago radio dramatic talent and is designed for Sunday school classes throughout the country. The fall and winter series is given under auspices of the Chicago Bible Society.

FOUR MEMBERS of the WKY, Oklahoma City, staff have written a song called "Inquire Within" introduced recently by Marty Hall during *Cameos of Melody* on NBC-Red network. Bobby Howard and Allen Clark wrote the music. Harriet Johnson and Jim Cox the words.

WKST, New Castle, Pa., has reopened its studios in the McGill Library of Westminster College in New Wilmington, Pa., and will carry regular broadcasts staged by students and faculty. WKST has also completed three weeks of broadcasts direct from a "Model Home" which it sponsored to stimulate interest in home building and promote home builder accounts.

Tennessee Fair Success Is Attributed to Radio

SUCCESS of the Tennessee State Fair, which broke all attendance records, was attributed by Manager Phil C. Travis to broadcast attractions staged by WSM, Nashville, according to an announcement Sept. 25. Serious drought and the war crisis caused Fair officials to fear the result, until radio stepped into the picture. WSM was given a large exhibitors' space for display of latest developments in radio, together with picture displays of radio stars.

Fairgoers from Tennessee, Alabama and Kentucky, Manager Travis said, first asked the way to the WSM broadcast. Harry Stone, WSM manager, said the station profited by meeting "face-to-face thousands of the audience it reached through most of the year only through their loudspeakers."

THE Jolly Irishman's Day of WDZ, Tuscola, Ill., held Sept. 17, attracted some 30,000 to Patterson Springs amusement park. Nearly a score of programs originated at the event, sponsored by Slack's Furniture Store, E. St. Louis. Artists from Slack shows on KMOX and KWK, St. Louis, participated with the WDZ staff. Numerous contests were staged.

KTFI, Twin Falls, Idaho, took an active part in events at the Twin Falls County Fair, with a studio exhibit in the Merchants Display Bldg. Over seven hours of programs originated at the grounds. A promotion booklet was given the public.

Forty million readers of

JOE PALOOKA

will welcome this

NEW TRANSCRIBED SERIAL

Five hundred newspapers from Maine to California carry Ham Fisher's famous cartoon strip. It's America's favorite.

The appeal of *Joe Palooka* is universal. It's read by bankers and bakers, college presidents and taxi-drivers, stockbrokers and ministers, doctors and plumbers—by men and women—by boys and girls.

Nine chances out of ten, *Joe Palooka* is featured in the leading daily in your city. And thus, there's a ready-made audience for this thoroughly absorbing and dramatic serial.

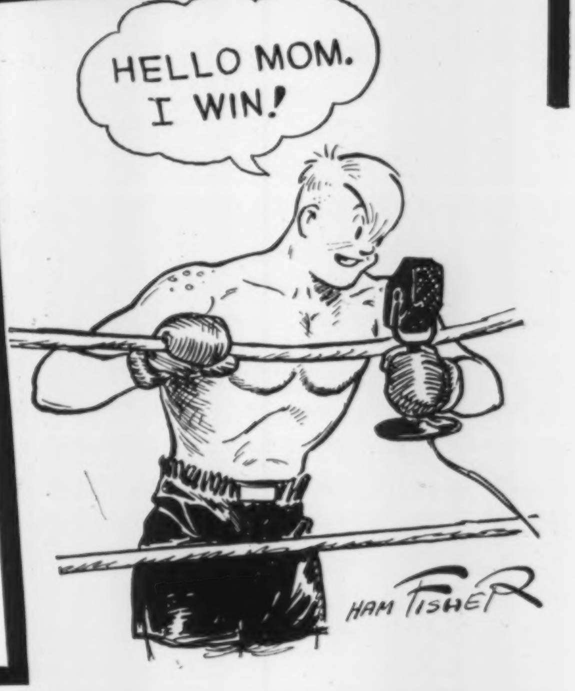
We think you'll agree that *Joe Palooka* is a great show that deserves all the praise it has received.

FIVE-A-WEEK, QUARTER HOUR

For information, write or wire

GELLATLY, Inc.

9 ROCKEFELLER PLAZA - - - - NEW YORK CITY


HELLO MOM.
I WIN!
HAM FISHER

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Grocery Store Products Sales Co., New York (Kitchen Bouquet), 6 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

Parker Herbex Corp., Los Angeles (medicated hair preparations), weekly *sp*, thru William H. Rankin Co., New York.

John Morrell & Co., Ottumwa, Ia. (ham), 4 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Cluett, Peabody & Co., New York (Sanforized materials) 6 *sp* weekly, thru Young & Rubicam, N. Y.

Quaker Oats Co., Chicago (Muffets), 6 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

B. T. Babbitt Inc., New York (cleanser), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

WDRC, Hartford, Conn.

Beaumont Labs, St. Louis (4-Way tablets), 2 *sa* daily, thru H. W. Kastor & Sons, Chicago.

C. A. Briggs Co., Cambridge, Mass. (H. B. cough drops), 2 *sa* daily, thru Horton-Noyes Co., Providence.

F. B. Washburn Co., Brockton, Mass. (Waleco candy), 4 *sa* weekly, thru Bennett, Snow & Walter, Boston.

Wander Co., Chicago (Ovaltine), *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Rockwood & Co., Brooklyn (Pecan Feast), 6 *sa* weekly, thru Federal Adv. Agency, N. Y.

WLW, Cincinnati

Thomas J. Lipton Inc., Hoboken (tea), *sa* series, thru Young & Rubicam, N. Y.

Foley & Co., Chicago (proprietary), *sa* series, thru Lauesen & Salomon, Chicago.

Manhattan Soap Co., New York (Sweetheart soap), *sa* renewal, thru Franklin Bruck Adv. Corp., N. Y.

WFIL, Philadelphia

Consolidated By-Products Co., Philadelphia (Marco dog food), 6 *sp* weekly, thru Philip Klein Adv. Agency, Philadelphia.

Contadina Co., Philadelphia (tomato paste), 4 *sp* weekly, thru Barnes & Aaron, Philadelphia.

P. J. Ritter Co., Bridgeton, N. J. (food), 6 *sp* weekly, thru Clements Co., Philadelphia.

WGN, Chicago

Kellogg Co., Battle Creek, Mich. (All-Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Walgreen Drug Co., Chicago, *sa* weekly, thru Schwimmer & Scott, Chicago.

Ice Cream Products, Chicago, 6 *sa* weekly, thru BBDO, Chicago.

KECA, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves), 2 *sp* weekly, thru Richard B. Atchison Adv. Agency, Los Angeles.

WOV-WBIL, New York

K. Arakelian Inc., New York (Mission Bell wines), 3 *sp* weekly, thru Firestone Adv. Service, N. Y.

KYA, San Francisco

Pacific Gas & Electric Co., San Francisco (utility) 7 *sp* weekly, thru McCann-Erickson, San Francisco.

WLS, Chicago

Feminine Products, N. Y. (Arrid), 3 *sa* weekly, thru Spot Broadcasting, N. Y.

Michigan State Apple Commission, Bangor, Mich., 16 *sa*, thru Brooke-Smith & French, Detroit.

Ralston Purina Co., St. Louis, 3 *sp* weekly, thru Gardner Adv. Co., St. Louis.

Furst McNess Co., Freeport, Ill., *sa* series, Rogers & Smith, Chicago.

Dr. Hess & Clark, Ashland, O., weekly *sp*, thru N. W. Ayer, N. Y.

Mantle Lamp Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

WTMJ, Milwaukee

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Chrysler Corp., New York (Plymouth), 17 *sa*, thru J. Stirling Getchell, N. Y.

Chrysler Corp., New York (Dodge), 17 *sa*, thru Ruthrauff & Ryan, N. Y.

General Motors Corp., Detroit (Buick), 26 *sa*, thru Arthur Kudner, N. Y.

Foley & Co., Chicago (proprietary), 182 *sa*, thru Lauesen & Salomon, Chicago.

Vick Chemical Co., New York (proprietary), 300 *sa*, thru Morse International, N. Y.

WTOL, Toledo

M-G-M, New York ("Women"), 6 *sa*, thru Donahue & Coe, N. Y.

Lewis Apparel Stores, New York, 12 *t*, weekly, direct.

Samuel Stores, New York (clothing), 25 *sa*, weekly, direct.

Jules Chain Stores, New York (clothing), 500 *sa*, direct.

Western Clothes, New York (clothing), 20 *sa*, direct.

KBIX, Muskogee, Okla.

Tennessee Enamel Mfg. Co., Nashville (gas heaters, 13 *t*, direct.

Ford Dealers Adv. Fund, New York, daily *sa*, thru McCann-Erickson, N. Y.

BC Remedy Co., Durham, N. C. (proprietary), *t* series, one year, thru Harvey Massengale Co., Atlanta.

KXOK, St. Louis

Scott Paper Co., West Chester, Pa. (towels), *sa* series, thru J. Walter Thompson Co., N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 2 *ta* daily, thru Benton & Bowles, N. Y. (also KFRU, Columbia).

KOOS, Marshfield, Ore.

Triangle Mills, Portland, Ore. (cereal), 6 *ta* weekly, thru Mac Wilkins & Cole, Portland.

WGAR, Cleveland

Swift & Co., Chicago (frankfurters), *sa* weekly, thru J. Walter Thompson Co., Chicago.

Stephano Bros., Philadelphia (Marvel cigarettes), 15 *sa* weekly, thru Aitkin-Kynett Co., Philadelphia.

Richman Bros., Cleveland (clothing chain), weekly *sa*, thru McCann-Erickson, Cleveland.

Life Magazine, New York, 2 *sa* weekly, thru BBDO, N. Y.

Standard Oil Co. of Ohio, Cleveland, weekly *sa*, thru McCann-Erickson, Cleveland.

Contadina Co., Philadelphia (tomato paste), 6 *sp* weekly, *sa* weekly, thru Barnes & Aaron, Philadelphia.

Clark Bros. Candy Co., Pittsburgh, 6 *sa* weekly, thru Albert P. Hill Co., Pittsburgh.

Lea & Perrins, New York, 2 *sa* weekly, thru Schwimmer & Scott, Chicago.

Joe Lowe Corp., New York (doughnuts), 3 *t* weekly, thru Biow Co., N. Y.

CKCL, Toronto

Peoples Credit Jewellers, Toronto chain jewellers), *sp* weekly, thru MacLaren Adv. Co., Toronto.

Tip Top Tailors, Toronto (chain clothiers), 3 *t* weekly, thru McConnell Eastman, Ltd., Toronto.

Canadian Marconi Co., Montreal (radio receivers), *ta*, thru Cockfield-Brown & Co., Montreal.

Peoples Credit Clothiers, Toronto (chain stores), 6 *sp* weekly, thru MacLaren Adv. Co., Toronto.

Women's League of Health & Beauty, Toronto (chain health clubs) 3 *t* weekly, thru A. McKimm Ltd., Toronto.

G. Tamblyn Ltd., Toronto (chain druggists) 6 *t* weekly, thru Associated Broadcasting Co., Toronto.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Lava soap), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

General Mills, San Francisco (Wheaties), 5 *t* weekly, thru Westco Adv. Agency, San Francisco.

Pacific Greyhound Lines, San Francisco, *sp* weekly, thru Beaumont & Hohman, San Francisco.

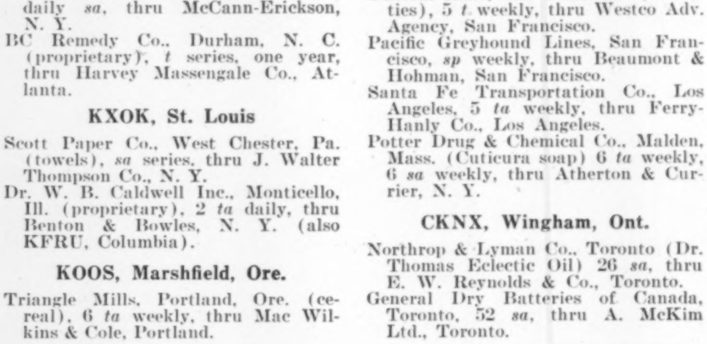
Santa Fe Transportation Co., Los Angeles, 5 *ta* weekly, thru Ferry-Hanly Co., Los Angeles.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap) 6 *ta* weekly, 6 *sa* weekly, thru Atherton & Currier, N. Y.

CKNX, Wingham, Ont.

Northrop & Lyman Co., Toronto (Dr. Thomas Eclectic Oil) 26 *sa*, thru E. W. Reynolds & Co., Toronto.

General Dry Batteries of Canada, Toronto, 52 *sa*, thru A. McKim Ltd., Toronto.



"We bat out sales and net big profits on WRC in Washington."
Pd. Adv.

KPO, San Francisco

Andrews Heater Co., San Francisco, *sa* series, thru Gerth-Knollin Adv. Agency, San Francisco.

Soil-Off Mfg. Co., Glendale, Cal. (cleaning fluid), 3 *sa* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

Cook Products Co., San Francisco (salad dressing), *sa* series, thru Rufus Rhoades & Co., San Francisco.

Albers Bros. Milling Co., Seattle, 3 *t* weekly, thru Erwin, Wasey & Co., Seattle.

Flamingo Sales Corp., Hollywood (nail polish) *sa* series, thru Buchanan & Co., Los Angeles.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) 5 weekly *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.

KWTO-KGBX, Springfield, Mo.

Union Biscuit Co., St. Louis, 195 *t*, thru Gardner Adv. Co., St. Louis.

Purina Mills, St. Louis (feeds), 117 *sp*., thru Gardner Adv. Co., St. Louis.

Vick Chemical Co., New York (Vaporub), 65 *sp*, thru Morse International, N. Y.

Skelly Oil Co., Kansas City, 5 *t*, weekly, thru Blackett-Sample-Hummert, Chicago.

Flex-O-Glass Mfg. Co., Chicago, 18 *sp*, thru Presba, Fellers & Presba, Chicago.

Quaker Oats Co., Chicago (Full-O-Pep), 39 *sp*, thru Benton & Bowles, Chicago.

WNAX, Yankton, S. D.

State Auto Insurance Assn., Des Moines, 10 *sa* weekly, direct.

Haskins Brothers, Sioux City, Ia. (Blue Barrell soap), 5 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.

Minneapolis Star-Journal, (newspaper), 2 *sp* weekly, direct.

Omar Mills, Omaha, 6 *t* weekly, thru Lyle T. Johnston Adv. Agency, Chicago.

Wincharger Corp., Sioux City, 3 *sa* weekly, direct.

WABI, Bangor, Me.

White Labs, Brooklyn (Feenamint), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.

New England Telephone and Telegraph Co., Boston, 4 *sa* weekly, thru Doremus & Co., Boston.

Longines-Wittnauer Co., New York, 6 *sa* weekly, thru Arthur Rosenberg Co., N. Y.

WWL, New Orleans

Procter & Gamble Co., Cincinnati (Fluffo), 26 *t*, thru Compton Adv. N. Y.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 *sp* weekly, thru Harvey-Massengale Co., Atlanta.

Chilean Nitrate Educational Bureau, New York, weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.

WSAU, Wausau, Wis.

Reid, Murdoch & Co., Chicago (canned food), 7 *sa* weekly, thru Rogers & Smith Adv. Agency, Chicago.

Oshkosh Overall Co., Chicago, 3 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

Ralston Purina Mills, St. Louis, 3 *t* weekly, direct.

WFAA-WBAP, Dallas-Fort Worth

Northwestern Yeast Co., Chicago (Maca Yeast), *sp* series, thru Hays MacFarland & Co., Chicago.

Southwestern Drug Co., Dallas (Red Arrow Drug Products), 156 *sp*, direct.

KFI, Los Angeles

Cera-Lac Co., Los Angeles (cereal), 3 *sp* weekly, thru Associated Adv. Agency, Los Angeles.

Nu-Enamel Corp., Los Angeles (paints), 3 *sp* weekly, thru Adv. Arts Agency, Los Angeles.

WMFD, Frederick, Md.

Purina Mills, St. Louis, 104 *t*, direct.

White Labs., New York, 3 *ta* weekly, thru Wm. Esty & Co., N. Y.

Radio Advertisers

LEO NEJELSKI has resigned as advertising manager of Swift & Co., Chicago, to join the advertising department of Pepsodent Co., that city. While with Swift, Mr. Nejelski was instrumental in placing spot radio for that firm's Brookfield Sausage, Allsweet Margarine, Jewell Shortening, Premium Ham, and the *Sunbrite Smile Parade Junior Nurse Corp* program for Sunbrite Cleanser on NBC-Red. Vernon D. Beatty has been promoted to advertising manager of Swift & Co.

J. P. VAN HORN has been named advertising manager of Majestic Radio & Television Corp., Chicago. The Majestic advertising schedule, which does not yet include radio, is being enlarged. Ruthrauff & Ryan, Chicago, is agency.

BEVERWYCK BREWERIES, Albany, N. Y., is using daily spot announcements on several stations in New England. More stations may be added late this fall, according to Peck Adv. Agency, New York, which is handling the account.

A GROUP of hotels consisting of the Blackstone and Drake in Chicago, Gotham in New York, Town House in Los Angeles and Belleview Biltmore, Belleair, Fla., is using time on a half-dozen stations and expects to increase the list to 50, according to Marvin Green Inc., Chicago agency handling the account. Payment is understood to be on a duebill basis. Stations signed, according to the Green agency, include WCHS, KSRO, KSFO, WMIN, KITE, KWK.

DR. DIXON'S DENTOL Co., New York (liquid dentifrice), on Sept. 26 started five times weekly sponsorship of *Peter Maxwell*, "The Nugget Man." on WABC, New York, 8:25-8:30 a. m. Paul M. Titus, New York, is the agency.

C. E. FULFORD Ltd., Toronto (medicinal) starts on Oct. 1 daily transcribed spot announcements on CJOR, Lethbridge, Alta.; CFCN, Calgary; CJRC, Winnipeg; CFCF, Montreal; CKCL, Toronto. Agency is Metropolitan Broadcasting Service, Toronto.

PACIFIC GAS & ELECTRIC Co., former user of radio time but off the air several years, has contracted with KYA, San Francisco, to sponsor the *Evening Concert* program seven nights a week, 8-10 p. m. The utility, according to present plans, is using institutional copy. McCann-Erickson, San Francisco, is agency.

WILBUR FRIPP, super-salesman hero of the Horatio Alger promotion pieces issued by WEEI, Boston, literally stood 'em in the aisles when he appeared before Boston and New York agency groups with his act. Harold E. Fellows, WEEI manager (r), played the straight man in the dialogue. At left is Kingsley B. Horton, WEEI sales manager, congratulating Wilbur, who in real life is WEEI's sale promotion manager, George R. Dunham.

THOMAS J. LIPTON Ltd., Toronto (tea) on Oct. 1 starts *Lipton Melody Hour* on CBL, Toronto; CBM, Montreal, and CKCH, Hull, Que. Agency is Vickers & Benson, Toronto.

IRONIZED YEAST Co., Atlanta, on Sept. 25 started a program on CKAC, Montreal, and CHRC, Quebec. Agency is Ruthrauff & Ryan, New York.

JOHN LABATT Ltd., London, Ont., (brewers) for their United States agents expanded on Sept. 26 the weekly half-hour *International House Party* to a weekly hour show on WGR, Buffalo. A new guest m.c. will appear each week. On the same date the company's weekly French network half hour show was renewed on CKAC, Montreal; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CKCH, Hull, Que. Agency is J. Walter Thompson Co. Ltd., Toronto.

BASIC FOODS Inc., Los Angeles (Honey-Lax bread), sponsoring the five-weekly quarter-hour *Facts About Life and How to Live It*, with Dr. Curtis H. Springer, commentator, on KHJ, that city, renewed Sept. 25 for 52 weeks and increased the schedule to 10 a week. Firm plans to also increase coverage to include KFRC, San Francisco and KGB, San Diego, and in addition transcribe the program for placement on stations nationally for a late fall campaign. Elucidator Publications Inc., Hollywood, has the account.

GILMORE OIL Co., Los Angeles, in a six-week campaign which started Sept. 18 is using 30 spot announcements each on KHJ, that city, and KFRC, San Francisco. In addition, 13 announcements are being used on KGB, San Diego. Agency is Botsford, Constantine & Gardner, Los Angeles.

CHICAGO MOTOR CLUB has started from one to three weekly quarter-hour news periods on WBBM, that city, titled *John Harrington & the News*. Contract calls for a schedule to be set up each week as time and news events demand. Aubrey, Moore & Wallace, Chicago, handles the account.

LOS ANGELES SOAP Co., Los Angeles (White King), will continue to use from three to five spot announcements weekly on 49 stations in the West. Contracts were renewed for another 13 weeks effective Oct. 2. Agency is Raymond R. Morgan Co., Hollywood.

ZESTO BOTTLING Co., Los Angeles (beverage), thru Smith & Bull Adv., that city, has started sponsoring the five-weekly quarter-hour *Three O'clock Club* on KMPC, Beverly Hills, Cal. Program, devoted to women's activities, is directed by George Irwin, announcer-producer, formerly of the now non-existent KEHE, Los Angeles.

OMAHA Zone Chevrolet Dealers Assn. is partially sponsoring nine football games on WOW, Omaha.

DO YOU KNOW THAT KOIL IS ALREADY SMACKING THE LINE WITH 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR?
?

KOIL
OMAHA'S BASIC COLUMBIA OUTLET.
Don Searle, Gen'l Manager
Katz Agency, Nat'l Repr. . . .

Just off the Press!

Business In

BALTIMORE

Published by the Merchandising Department of Radio Station WBAL in behalf of retailers in the Baltimore Area, and in the interest of the manufacturers, representatives, distributors and advertising agencies who serve them.

If you have not received a copy ask International Radio Sales or

WBAL
Baltimore's Powerful Voice

USE WSPD

and the rich market of northwestern Ohio and southern Michigan

IS YOURS

For over 18 years WSPD has served this community and our list of national accounts is proof of results.

Represented nationally by the Katz Agency

WSPD

Toledo's NBC Red and Blue Outlet

WAVE
SKIPS
WEE,
TIMOROUS
MOUSIE, (Ky.)!

Our apologies to Robert Burns and our assurance to you that Mousie is a real town—one of the many typical little towns that *WAVE doesn't reach* in Kentucky! . . . But mark you—WAVE *does* cover the big Louisville Trading Area—the only *concentrated* market in the State—a million people in 43 counties, buying more than all the rest of the State combined (93 counties)! . . . Expensive? No! Let us prove it—NOW!

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

GENERAL BAKING Co., New York (Bond bread), on Sept. 25 added WHK, Cleveland, and WBAL, Baltimore, to *The Lone Ranger* on MBS stations, thrice-weekly during varied half-hour periods from 6:30 to 8 p.m. BBDO, New York, is agency. The same day WKRC, Cincinnati, started the program under the sponsorship of the Shultz Baking Co., of that city.

GLO-CO Co., Los Angeles (cosmetics), out of radio for more than four years, in a 13-week test campaign which started Sept. 11 is using six-weekly spot announcements on KECA, that city. Firm contemplates an extensive Pacific Coast campaign in late fall.

LEWIS HOTEL Training School, New York, is sponsoring a three weeks test campaign on WHN, New York, using 19 quarter-hours weekly of United Press news. More stations will be added if the campaign proves successful, according to Rose-Martin, New York, the agency in charge.

LAMONT, CORLISS & Co., New York (Nestle's chocolate), in a Southern California campaign which started Sept. 25, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. Cecil & Presbrey, New York, has the account.

CHALLENGE CREAM & Butter Assn., Los Angeles (dairy products), in a campaign which ends Nov. 1 is using three transcribed one-minute announcements weekly on KHJ, that city, and KNX, Hollywood. In addition 18 weekly are being used on KLX, Oakland, Cal. Agency is Emil Brisacher & Staff, Los Angeles.

L. O. GROTHE Ltd., Montreal, (tobacco) on Sept. 22 started a weekly French network amateur show on CKAC, Montreal; CJBR, Rimouski, Que.; CHRC, Quebec; and CKCH, Hull, Que. Agency is Vickers & Benson Ltd., Montreal.

INTRODUCING Joe Palooka. The veteran cartoonist Ham Fisher (right) gives us this conception of the signing of his brainchild's new radio contract with Bill Gellatly, onetime sales manager of WOR, now head of Gellatly Inc., New York, distributing the new transcribed serial based on the adventures of the comic strip pugilist who has a heart of gold.

GLOBE INVESTMENT Co., Los Angeles, a heavy user of Southern California radio, in a fall campaign which started during early September, is sponsoring for 26 weeks, the five-weekly quarter-hour program, *News by Pat Bishop*, on KECA, that city. The firm is also using a twice-weekly quarter-hour commentary series, *Herb Allen, the Globe Trotter*, on KECA and in early October will launch a six-weekly early morning strip show on that station. Globe is also sponsoring, 12 times a week, 10-minute news broadcasts on KGFJ and a similar daily quarter-hour program on KMPC. In addition a daily half-hour program of music and news is sponsored on KRKD. Alvin Wilder Adv. Los Angeles, has the account.

LOS ANGELES BREWING Co., Los Angeles (beverages), on a 52 weeks contract, is sponsoring a six-weekly participation in the *Sports Round-Up* on KNX, Hollywood. Firm is also using 100 spot announcements weekly, in Spanish, on XEBG, Tiajuana, Mexico. Lockwood - Shackelford Adv. Agency, Los Angeles, has the account.

E. W. CHAPMAN, formerly general sales manager of Westgate Sea Products Co., San Diego, Cal., has been appointed vice-president in charge of advertising. Barnes-Chase Co., that city, continues to handle advertising of Chicken of the Sea Tuna, principal product of Westgate.

DODGE BROS., division of Chrysler Corp., Detroit, on Sept. 9 started Bob Trout's news commentaries on WABC, New York, Saturdays, 9:45-10 p. m. Agency is Ruthrauff & Ryan, New York.

CLARK BROS. Chewing Gum Co., Pittsburgh, has started six weekly minute transcribed announcements on WBBM, Chicago. Albert P. Hill Co., Pittsburgh, is agency.

KARITH CHEMICAL Co., Chicago (cleaner), has added WSAU, Wausau, Wis., and WBOW, Terre Haute, Ind., to its test market station list which includes WHBL, Sheboygan, and KFEQ, St. Joseph, Mo. [BROADCASTING Sept. 15]. The thrice-weekly quarter-hour schedule will be considerably expanded this fall. Albert Kircher Co., Chicago, is agency.

POND'S Extract Co., Toronto, (face cream) on Oct. 4 starts a French program on CKAC, Montreal, and CHRC, Quebec. Agency is J. Walter Thompson Co., Toronto.

UNDERWOOD Elliott-Fisher Co., Hartford, on Sept. 13 sponsored a special half-hour program on WTHT, Hartford, celebrating its 5,000,000th office size typewriter. Marschalk & Pratt, New York, handle the account.

DODGE Dealers of Indianapolis are sponsoring five home football games of Purdue and Indiana Universities on WIBC.

Bank Returns to WGL

FORT WAYNE NATIONAL BANK has returned to WGL, Fort Wayne with its *Dykta* (Do You Know the Answer) for the winter season, the teams of four members being chosen from church groups. Prizes are awarded losing teams on each broadcast, winners to return later for another competition. A $200 grand prize is given the winner for the season. Harold Cothrell, assistant cashier of the bank, again is m.c., aided by Franklin Tooke.

Vick-Richfield Share

VICK CHEMICAL Co., Greensboro, N. C. (proprietary) and Richfield Oil Corp., New York, are dividing sponsorship of Arthur Hale's *Confidentially Yours* news program on WOR, Newark. Vick is sponsoring the program Tuesdays and Thursdays, 9-9:15 p. m. as part of its campaign of quarter-hour news programs on 98 stations, having started the WOR series Sept. 26 through Morse International, New York. Richfield on Oct. 22 starts the program Sundays, 9:30-9:45 p. m., with Sherman K. Ellis, New York, as agency.

CBS script show, *Our Gal Sunday*, sponsored by American Home Products for Kolynos dentifrice, is said to be the first such program to introduce the war, the heroine's British husband having joined the colors.

GETTING RIGHT DOWN TO FIGURES—
THERE'S A REASON!
★ 33 Hrs. Network Commercial
★ 42 Hrs. non-Network Commercial
★ 63 Active Local Accounts
75 Hours per Week—MORE Than Any Other Arkansas Station!
KARK
LITTLE ROCK
1000 Watts—Day and Night
Arkansas' Most Listened-to Station!
More radio homes in KARK's Primary Area, assuring a maximum return in Arkansas' largest market!
NBC NETWORKS and TRI-STATE NETWORK*
(*WMC — KARK — KWKH — KTBS)
Edward Petry & Co., Inc., Nat'l. Rep.

NEWS
Seven world wide news services and special correspondents of four papers provide up to minute flashes for six daily news broadcasts.
CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

TRANSCRIPTIONS

OPENING episodes of *Adventures of Pinocchio*, transcribed juvenile serial based on the familiar story of Carlo Collodi, were previewed for New York radio editors at a luncheon Sept. 20, given by Radio Attractions, national distributors of the feature. Program, produced by Edward Sloman, motion picture director, had its first broadcast Sept. 23 on WFIL, Philadelphia, where it is sponsored by Lit Brothers Department Store. Another department store, Bloomingdale's in New York, will sponsor the three-a-week quarter-hour series on WOR, Newark, beginning Oct. 2. Program has also been sold to WTIC, Hartford; WHK-WCLE, Cleveland; WRNL, Richmond; WKBN, Youngstown; WHBC, Canton.

AMERICAN COMMITTEE for Democracy and Intellectual Freedom, with 25 sections throughout the country, is planning nationwide distribution of the series of 16 half-hour transcriptions dramatizing the value of democracy, under the general title *Give Me Liberty*, recently tested on WNYC, New York's municipal station. Three programs were later tested on KLS, Oakland, Cal.; KRLC, Lewiston, Ida., and WHEB, Portsmouth, N. H., and contacts are now being made in six other states. Best programs of the series, written by Joseph H. Cole, radio director of the committee and produced by WNYC"s dramatic department, will be revised and retranscribed for distribution.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WHP KVOL KOVO KBND WBRC WIBM CFCY KNOW WACO KMLB KSAM KABC KVOR WJBC WJBL KLBM WFBM WTCN.

WILLIAM B. LEWIS, formerly with Victor Talking Machine Co., Southern Wholesalers of Washington and G. E. Supply Corp. of Baltimore, has been appointed regional sales manager of U. S. Record Corp., headquartering in Chicago and covering the Midwest area.

Serial Discs for KXOK

AN ARRANGEMENT for the rebroadcasting of eight daytime network serial programs similar to the one started on WMCA, New York, last May has been made by American Home Products and Sterling Products, New York, with KXOK, St. Louis, through the station's representative Weed & Co., and Blackett-Sample-Hummert. Starting Oct. 2, the programs will be heard on KXOK via transcription Mondays through Fridays during the two-hour period from 8 to 10 p.m. Programs include: On CBS, *The Romance of Helen Trent*, sponsored by Edna Wallace Hopper Cosmetics, and *Our Gal Sunday*, by Anacin Co.; on NBC, *Stella Dallas* and *Lorenzo Jones*, by Chas. H. Phillips Chemical Co., *Backstage Wife* by R. L. Watkins Co., *John's Other Wife* by A. S. Boyle Co. and Bi-So-Dol Co., *Just Plain Bill* by Kolynos Co. and Anacin Co., and *Young Widder Brown*, by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.

THE OLD WHEF, Kosciusko, Miss., having gone off the air last year after surrendering its license, P. K. Ewing, commercial manager of WDSU, New Orleans, and owner of WGRM, Grenada, Miss., and WGCM, Gulfport, Miss., has applied to the FCC for a new local station on 1500 kc. in Koscuisko.

CONGRATULATIONS and smiles were the order of the day when the deal inaugurating the sale of *The Adventures of Pinocchio* was closed by WOR, Newark, Bloomingdale's department store and Radio Attractions, producers of the series. Left to right are Herbert Ebenstein, president of Radio Attractions; Ira Hirschmann, vice president in charge of publicity for Bloomingdale's; Eugene S. Thomas, sales manager of WOR.

Use for Blanks

OLD acetate recording blanks are disposed of by Radio Productions, Denver, at a profit. They are used by model airplane fans who make wing braces out of the aluminum. So far the firm has disposed of three cans of used 16-inch blanks. The idea was conceived by Tom Roark, recording engineer, who is a gasoline model airplane fan.

Roger White Bureau

ROGER WHITE, president of Roger White Productions, New York, has announced the formation of a separate Artists Bureau at his offices in the RKO Building, under the direction of Kermit K. Shafer. The Bureau will represent actors and authors in all fields. Other members of the new division include Ted Cott, formerly on the production staff of WNYC, New York, as producing director; Thornton Steele, formerly of NBC transcription department, as musical director, and Irving Strouse, formerly with Paul Whiteman's Artists Management Bureau, as publicity director.

Leeming Resumes

THOS. LEEMING & Co., New York (Baume Bengue, Pacquin's Hand Cream), on Oct. 2 will sponsor for the second consecutive year the songs of Richard Maxwell, CBS tenor-philosopher, on WABC, New York, Mondays, Wednesdays and Fridays from 3:45 to 4 p. m. Wm. Esty & Co., New York, handles the account.

PROVEN PROFITS

. . . . with proven programs!

- GOOD MORNING NEIGHBOR
- MORNING BULLETIN BOARD
- WOMAN'S RADIO JOURNAL
- OVER THE BACKYARD FENCE

Live, one man scripts released daily. Exclusive rights in your area at the lowest cost.

STAR RADIO PROGRAMS, INC.
250 Park Ave. New York City

CBS Record Series

COLUMBIA RECORDING Corp., Bridgeport, a subsidiary of CBS, on Sept. 29 started a half-hour weekly program titled *Young Man With a Band* on CBS on behalf of its new 50c popular records. A different Columbia recording band is presented each week, with Dan Seymour as m.c. and John Henry Hammond Jr., a member of the Columbia Recording staff, as musical and swing annotator. A feature of the program is a lucky number singing audition for one member of each week's audience at the program. Winner is given a chance to sing a popular favorite on the program and is presented with a souvenir recording of his song. Ward Wheelock, Philadelphia, handles the account.

Thesaurus Domain Numbers

APPROXIMATELY 42% of the 3,000-odd selections recorded by NBC Transcription Service for its Thesaurus Library are in the public domain or tax-free categories, according to an announcement Sept. 18 by Frank E. Chizzini, assistant manager. Including Sept. 15 releases, the total number of Thesaurus selections is 3020, he said, with the public domain and tax-free numbers constituting material for over 75 hours of broadcasting. This material can be used by subscribers "without licenses for public performance and without copyright fees", he said.

IF YOU HAVE GOOD VISION YOU CAN SEE ALL *THREE!*
KGIR
KPFA
KRBM
MONTANA'S WHOLESALE AND RETAIL CENTER
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

74% of WORCESTER COUNTY RETAILERS SAY WTAG

Hooper-Holmes questioned 600 retailers in the Worcester Market Area. W T A G was their overwhelming first choice.

WTAG
WORCESTER, MASS.
NBC BASIC RED AND YANKEE NETWORKS

WATCH YOUR MAIL for the complete story on the Hooper-Holmes survey.

EDWARD PETRY & CO., INC.
National Representative

Book on 'Copy Testing'

FIVE basic methods of copy testing—opinion tests, recognition and identification tests, recall tests, inquiry and coupon tests and sales tests—are defined, analyzed and described in *Copy Testing* [Ronald Press, New York, $3]. Book is the result of four years of research conducted under the direction of the copy testing committee of the Advertising Research Foundation.

Chicago Ad Lectures

CHICAGO Federated Advertising Club announces a course of 16 lectures and discussions of various phases of advertising for the fall and winter. Roy S. Durstine, president of Roy S. Durstine Inc., New York, will speak Oct. 4 on "What Does Advertising Hold for You". The lectures of Oct. 11 and Oct. 18 will be devoted to radio advertising. Speakers for these have not been announced.

Gridiron Banquet For Advertisers

Eight football games of top-interest to St. Louisans over St. Louis' top-interest sports station—a tasty advertising buy for any sponsor. Johnny O'Hara, 1938 NBC World's Seriescaster, will present these games in full color over KWK to St. Louis' largest sports audience.

LARGEST? Proof: During Notre Dame-U. S. C. battle last year, KWK carried Mutual's account with previously unknown announcer. Another St. Louis network station carried description by a "national favorite". Result: St. Louis KWK 71%, other station 21%, revealed during 25,000 call coincidental survey.

First game October 14th! Call St. Louis KWK or Paul Raymer office.

Pd. Adv.

Agencies

EMERSON FOOTE, account executive in charge of printed advertising for Lucky Strike cigarettes at Lord & Thomas, New York, has been named general executive on the account, succeeding James H. Wright, resigned.

ROBERT M. NEWCOMB, formerly of Lennen & Mitchell, New York, has joined Newell-Emmett Co., New York, as a copywriter.

FREDERICK C. BRUNS, formerly vice-president of Federal Adv. Agency, New York, has joined Ruthrauff & Ryan, New York, as an account executive.

BEN GREEN, formerly of the Chicago office of Tom Fizdale Inc., has joined the radio department of H. W. Kastor & Sons Adv. Co., Chicago, to handle public relations.

EDWARD NOAKES, account executive of Cecil & Presbrey, New York, has been elected a vice-president of the agency.

DEL KING, announcer of the *Avalon* show for Brown & Williamson Tobacco Co., has been named assistant to Tom Wallace, radio director of Russell M. Seeds Co. Inc., Chicago.

JULES NATHAN, formerly of Young & Rubicam, New York, has been named marketing director of Franklin Bruck Adv. Corp., New York.

CHESTER La ROCHE, president of Young & Rubicam, New York, was in Hollywood Sept. 24 to attend opening of the CBS *Gulf-Screen Guild Theatre*, sponsored by Gulf Oil Corp.

WM. ESTY & Co. has opened West Coast offices at 9010 Sunset Blvd., Hollywood, with Joe Donohue in charge as manager.

N. W. AYER & SON has established Hollywood offices at 6253 Hollywood Blvd. with Ben Ward in charge as manager.

Young Forms Agency

JOHN ORR YOUNG, co-founder of the Young & Rubicam agency, but who sold out his interests some years ago, has formed his own advertising agency, John Orr Young Inc., at 610 Fifth Ave., New York. Telephone is Columbus 5-5613. No details on personnel or accounts will be released until the end of October.

THOMAS H. BURCH, account executive in the Chicago office of Young & Rubicam, on Oct. 15 will be transferred to New York as assistant to Louis H. Brockway, vice-president in charge of all General Foods products. Mr. Burch was formerly advertising manager of Borden Sales Co., New York.

JOHN WILEY, vice-president of Fuller & Smith & Ross, Cleveland, on Sept. 17 married Violet Lawless, of the agency's staff.

AL SCALPONE has been transferred from Young & Rubicam, New York office, to Hollywood as commercial coordinator of coast sponsored shows. He will coordinate commercials and scripts, following the Benny-Allen pattern.

TODD RUSSELL, formerly of CKLW, Windsor, Ont., and the CBC in Toronto, has joined Ronalds Adv. Agency, Toronto, handling writing and program production.

ALVIN WILDER ADV., Los Angeles, has moved to larger offices at 617 S. Olive St., and is associated with Nellie Walsh Adv. Service. Both organizations are operated independently.

A. K. BUCHOLZ, formerly of the radio department of Ruthrauff & Ryan, Chicago, has resigned to form his own program firm. His new office is located at 360 N. Michigan, phone State 5263.

IRA ASHLEY, who has been handling radio publicity for "The Little Foxes" currently playing in New York, has joined the radio production staff of Lambert & Feasley, New York, to handle the *Grand Central Station* program, heard on CBS for Listerine. Mr. Ashley, who succeeds Paul Munroe, was previously with CBS and Wm. Esty & Co., New York.

ROCKWELL-O'KEEFE Inc., Hollywood talent agency, on Sept. 20 filed papers with the Los Angeles county clerk to change its name to General Amusement Corp.

NBC, MBS and CBS will broadcast the radio appeal by President Franklin D. Roosevelt on Oct. 9 inaugurating the 1939 Community Mobilization for Human Needs campaign, which will be conducted by Community Chest organizations in more than 450 cities through Nov. 11.

Reps

FREE & PETERS Inc., national representation firm, announces its appointment as national representative of KECA, Los Angeles, and KROW, Oakland, Cal. KROW is now under the same ownership and management as KSFO, San Francisco [BROADCASTING, Sept. 15].

WHB, Kansas City, Mo., recently appointed Walter Biddick Co., Los Angeles, Pacific Coast representative.

PRE4, Sao Paulo, Brazil, known as Radio Cultura, has appointed Broadcasting Abroad, New York, as exclusive U. S. representative, and will now sell time to American exporters.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., for the fourth consecutive year is conducting a ten-week lecture course on radio advertising at the California U. Extension Division in San Francisco.

GENE WYATT has resigned from the Chicago office of Edward Petry & Co., but has announced no future plans.

So. Cal. Radio Institute Is Scheduled for Dec. 7

THE University of Southern California, Los Angeles, is formulating plans for its second annual Institute of Radio, to be held Dec. 7. Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, has been made general chairman and will be assisted by an executive committee, according to W. Ballentine Henley, University director of coordination.

Created last year to provide a means whereby those in the broadcasting industry could discuss their mutual problems, the Institute also provides a similar medium of expression for those in education concerned with radio, Dr. Henley pointed out. This annual meeting will bring both groups together for a consideration of relationship. More than 300 educators and representatives of the radio industry from California attended the meeting last year.

Regina Schuebel to Wed

REGINA SCHUEBEL, radio director of Biow Co., New York, has become engaged to John Ballard, president of Bulova Watch Co., New York. No marriage date has been set.

JAMES F. EGAN, formerly of Young & Rubicam, New York, has joined Lennen & Mitchell, New York, as a copy executive.

A FINGER IN EVERY MARKET

A finger in every market. That's just what some of our National Advertisers have accomplished by broadcasting in ITALIAN, JEWISH, POLISH. You, too, can sell these important foreign language markets with their *large* buying power by scheduling a Fall campaign right away.

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"... it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION
88 06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

ADVERTISING STORY NARRATED IN BOOK

AN EXHAUSTIVE history of advertising and its effect on business and social economy are presented in *The History of an Advertising Agency: N. W. Ayer & Son at Work*, by Dr. Ralph M. Hower, of the Harvard Graduate School of Business Administration. The book [Harvard University Press, $4] is fifth of a series of Harvard studies in busines history.

With the N. W. Ayer institution as background the story dramatizes the three-quarters of a century in which that agency has played a pioneer part in the advertising side of American business. All problems and policies met by an agency, medium or advertiser are presented, the story tracing the growth of business ethics in advertising and treating the development of business through the period.

Dr. Hower tells how the Ayer agency chose to take the middle road at the advent of radio, judging broadcasting on its merits as impartially as possible and recommending it when tangible results seemed likely. Ayer is credited with being the first agency to arrange a broadcast program, the first to inaugurate a regular series of musical broadcast entertainment to be sponsored by an advertiser, and the first to use the network technique of broadcasting simultaneously in several cities.

AFRA Seeking to Align Locals on Pacific Coast

WITH regional contracts between AFRA and the networks having been signed, and the KNX, Hollywood pact sealed, the American Federation of Radio Artists is now turning its attention to other West Coast local stations on staff agreements. I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA, upon his return to Hollywood Sept. 18 from New York where he participated in the KNX negotiations, announced plans to start on the remaining local stations. He expressed the belief that the present jurisdictional dispute between AFRA and Radio Writers Guild would be amicably adjusted. AFRA has already declared its willingness to cede all freelance writers to RWG. Jurisdiction of the writer-performer class in radio is claimed by both sides.

Producer-directors and sound effects men of NBC Hollywood studios have affiliated with Radio Producers Guild of America. A committee headed by George Bodle, Los Angeles attorney, is seeking to negotiate agreement covering wages and working conditions, with NBC.

Must Join Union

YOUNG & RUBICAM, Hollywood, producing the CBS Gulf *Screen Guild Theatre* program, sponsored by Gulf Oil Corp., has been notified that unless its paid writers join Radio Writers Guild, cooperation of other radio organizations will be withheld. Members of Screen Writers Guild submit ideas and material to the Motion Picture Relief program without compensation. Only paid members of the weekly program are those hired by the agency.

Seebach Promoted

Mr. Seebach

JULIUS F. SEEBACH Jr., director of program operations for WOR, Newark, since 1935, was appointed vice-president in charge of programs, it was announced by Alnounced Sept. 22 by Alfred J. McCosker, president of WOR. His promotion was voted at a regular meeting of the WOR board of directors. Mr. Seebach began his career in broadcasting 14 years ago as an announcer with WOR, rapidly advancing to manager of evening programs. In 1928 he joined CBS as program production manager, remaining with that network until 1935 when he resigned as director of all program operations to return to WOR in a similar capacity.

Sees Latin Gains

AN INCREASE in business done by American firms in South America, which will produce increased advertising for South American radio stations and newspapers, will probably be an early effect of the European war, according to A. M. Martinez, manager of the New York office of Conquest Alliance, representative of foreign stations. Large quantities of goods formerly exported by England, France and the Central European countries are no longer available from those sources, leaving a waiting market for American business. Advertising will increase proportionately with exports, he said, reporting that a number of advertisers are already planning campaigns in Latin American countries, although none of these is likely to be put into effect until after the conclusion of the conference of American republics being held in Panama.

Fay of Old

BILL FAY, manager of WHAM, Rochester, N. Y., became a singer again when he dropped by the NBC-Blue Chicago studios the other day after the NAB convention. Garry Morfit, m.c. of *Club Matinee*, spotted Bill in the audience and before he knew it Bill was on the Blue network yodeling as of old.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

AGENCY *Appointments*

SCHUKEL & Co., Sunnyvale, Cal. (Rancho soups), to Lord & Thomas, San Francisco.

SUTLIFF TOBACCO Co., San Francisco (Heine's Blend), to Theodore B. Creamer Adv., Hollywood.

PATON CORP., New York, to Campbell-Ewald Co., New York, for Yuban coffee and Golden Blossom Honey. No radio plans have been made.

UNIVERSAL ALARM Corp., New York (Rohr electric alarm clocks), to Arthur Rosenberg, N. Y.

JAMES McCREERY & Co., New York (department store), to George Bijur, N. Y.

LUER PACKING Co., Vernon, Cal., continues to Glasser Adv. Agency, Los Angeles.

BERRY BROTHERS, Detroit (paint), to Fred M. Randall Co., Detroit.

SKOAL BAKING Co., New York (Swedish bread), to Lucerna Co., New York. Spot radio and news programs planned late this fall.

Files Libel Suit

LIBEL SUIT for $50,000 was filed Sept. 20 in New York Supreme Court by Wesley L. Robertson, American Indian baritone, against CBS, General Foods Corp., and Ralph Allen (also known as Kuruks Pahitu). Plaintiff claims that Allen, his former accompanist, was wrongly introduced on a recent *We, The People* broadcast as the singer who entertained the King and Queen of England during their visit with President and Mrs. Franklin D. Roosevelt. Robertson alleges that it was he who sang for the royal pair and that on the broadcast Allen "sang so badly" that his (Robertson's) reputation was damaged.

WSIX
"The Voice of Nashville" Tennessee

THE MUTUAL BROADCASTING SYSTEM MBS

- New Network—Mutual
- New Representative—Headley-Reed Co.
- New Studios
- New Equipment
- New values in coverage of the rich Nashville area.

HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

Out Here
In Chicago

- *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

THANKS: To the American Legion, whose coveted plaque for performance of public service was awarded to WCBD.

* * * *

Seven laundries use WGES regularly, six the year round, one seasonally. Two have been on for more than eight years; five years is the average for the group. Most time used by any one of them, 1¾ hours per week. Local advertisers needn't be told how WGES programs pay out. National advertisers, note!

* * * *

REQUIRED READING: For radiomen—the Proclamation of Neutrality of the United States of America.

* * * *

Three organs are "staff-members" of WEMP's music set-up: a pipe organ; a Hammond Electric; and the new Novachord. Sounds as if we might have something exclusive. Any contenders for "more organs" honors?

* * * *

PARLOR TRICK FOR TIMEBUYERS: Open the Chicago telephone directory at random. Odds are two-to-one that you'll turn up a page of exotic names. Names of good Americans who speak other languages than English! Two out of every three Chicagoans fall into this category. They listen to WGES-WSB programs—figures prove it!

* * * *

COMPLETED: Important section (dealing with dentifrice sales) of retail market study exploring buying habits in foreign-language neighborhoods in Chicago. Release will be on request to dentifrice manufacturers and their advertising agencies. Write to WGES, Chicago, to reserve one.

* * * *

TO AUTOMEN: Who buys the new models in Chicago? Look at the names on Chicagoland car registrations! WGES-WSBC speak directly to the vast foreign-language market in which the preponderance of car sales must necessarily be made. You're only skimming the surface without WGES-WSBC programs—the basic media for reaching the basic mass of Chicago buyers!

Gene T. Dyer

CFCF
MONTREAL
first
IN
CANADA'S
RICHEST
MARKET

Your broadcast advertising over CFCF reaches an audience of over 1,000,000 people who speak and understand English, and who tune regularly to CFCF for their radio entertainment. Your sales message can be delivered economically by using CFCF, Montreal's most listened-to radio station.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY
Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Purely PROGRAMS

ON WTAG, Worcester, Mass., is a new program titled *An Open Letter* offering weekly $5 prizes for the best and most constructive criticism of programs. Best letters are read over the air, with Ray Saunders and Dave Horne presenting the station's reply. Special attention is given letters offering suggestions to correct faults pointed out by listeners. One prize is reserved for Worcester listeners, another for Central Massachusetts.

* * *

All About Arts

LOVERS of arts are offered *Art for Your Sake* on NBC-Blue, Saturdays, 7:30-8 p. m., a program designed to accomplish for the arts what the NBC *Music Appreciation Hour* has achieved for music. The National Art Society is cooperating in the series, which will acquaint Americans with painting masterpieces and show how they enrich life. An artist will be dramatized each program, with discussion of canvasses by Dr. Bernard Myers, of New York U.

* * *

Legislative Debaters

DISCUSSION of important Texas questions by different members of the State Legislature is carried each Sunday morning by WBAP, Fort Worth, on the new half-hour, *The Other Side*. The new feature follows the weekly talk by the Governor over the station.

SAGE
Sayings
about Maine's Oldest Station

Public acceptance sells manufacturers' goods. Public acceptance gives a radio station its audience. Get public acceptance of your products in Eastern and Northern Maine through WABI, a radio station that has public acceptance for sale.

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

About Radio Itself

THE origin and behavior of electrons, those infinitesimal particles which make radio and television possible, will be discussed and dramatized in a new series titled *Magic Waves* to be presented weekly over NBC-Red starting Friday, Oct. 13 at 7:45 p. m. (EST). Orestes H. Caldwell, editor of *Radio & Television Today*, will cooperate with Gerald Holland, new member of the NBC writing staff, and with the technicians of all companies of the "RCA family," in explaining to lay listeners the magic of modern communication.

* * *

Transmitter Topics

NEW Transmitter Topics is the general title for a new series of special broadcasts that will come over KDKA in connection with the removal of the station's transmitter from Saxonburg to Allison Park, Pittsburgh. The series introduces a variety of talent, talks and interviews and will continue through Oct. 13, leading up to plans for the dedication of the new transmitter as soon as it is ready for operation.

* * *

A Wedding a Week

NEW six weekly half-hour morning show on WJJD, Chicago, is titled *Social Register*, features Beverly Gay in news of birthdays, weddings, engagements and other social activities. Added attraction of the show is the Friday program during which one important wedding is remoted from the church featuring interviews with the bride and groom, parents and distinguished guests. Show is sponsored by the local Olsen & Ebann Jewelry Co.

* * *

'Let's Write Songs'

SIGMUND SPAETH, noted composer and "tune detective," on Sept. 28 started a weekly series titled *Let's Write Songs* on WNYC, New York municipal station, to analyze current song hits and educate listeners in the technique of composing their own tunes.

* * *

Feminine News

THE ladies have their day at KLZ, Denver, which has started *Women in the News*, a thrice-weekly program featuring Betty Lou Bemis, Denver U. journalism instructor.

Buffalo's Best
WEBR
BUFFALO

Just as Niagara Falls is Buffalo's best attraction, so Station WEBR is Buffalo's Best Bet for Advertisers who want *maximum* coverage at *minimum* cost!
Results That Count!

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

THERMOMETER read 40 degrees below zero when Production Manager Howard R. Chamberlain of KLZ, Denver, visited the "sharp" freezer in Swift & Co.'s local plant to interview workers. During the half-hour show, which included periods spent in all key departments, workers described the various methods of operation.

For Night Listeners

A FOUR-WEEKLY 15-minute series billing their announcers was recently launched over KFI-KECA, Los Angeles. Monday, the program *Word Hunters* offering a $10 cash prize to listeners and featuring staff announcer Bill Stulla is heard. Tuesday offers Lou Withers in *Riddles in Sports* featuring Lou Withers and Jim Gibson. Wednesday's show is titled *Put That in Your Pipe & Smoke It* and is announced by Herb Allen. Thursday's broadcast features Beatrice Benaderet assisted by staff announcer Wilson Edwards and is titled *What Do You Know?* Programs are being presented for the audience that listens to the late evening hours but prefers educational programs to dance music. All programs aired at 9:30 p.m. (PST).

* * *

Culinary Questions

AT KSTP, St. Paul, a weekly *Quiz Kitchen* features Bee Baxter and a double sponsor-listener appeal. The KSTP mobile unit records interviews each Saturday morning at a Piggly Wiggly store, a p.a. system carrying the interviews to crowds outside while they are being recorded. An hour later the show goes on a week. Prizes are given for best questions and merchandise goes to each person interviewed.

* * *

To Keep Them at Home

A NEW Texas State Network series conducted by the Fort Worth Junior League is titled *Let's Keep the Family at Home*, offering discussions for home entertainment. All sorts of games and activities are explained. Copies of programs, with outlines of games, are mailed on request. The League recently completed a summer series of radio plays for children.

* * *

Who Said It First?

BASED on origination of familiar sayings, KDKA, Pittsburgh, has a program *You Say It Now, but Who Said It First?* Janet Ross directs the program, now sponsored by John Morrell & Co., Ottumwa, Ia.

* * *

Gotham Forum

WEVD, New York, on Sept. 27 resumed its weekly *Free Speech Forum*, conducted by the Rev. William C. Kernan, rector of the Trinity Episcopal Church of Bayonne, N. J.

Food for Thought

EXCLUSIVELY for youngsters is *Kiddie Kollege*, on KGVO, Missoula, Mont., sponsored by Staunton Bakery. Sixth, seventh and eighth grade youngsters appear in rotation, with questions based on the State course of study for grade schools. Regular school subjects are covered. A cup is given the winner on each broadcast, with a grand trophy for the end of the series. Quizmaster is Jimmy Barber, program director, with Bud Blanchette assisting. Cookies and milk are served contestants and guests at a studio party after the broadcast.

* * *

Historical Quiz

KVOO, Tulsa, has started a Histro Game contest worked on a question-answer basis and dealing with American history. Each program sending in correct answers to questions receives a Histro Game, retailing for 50 cents, and also dealing with historical questions. Sponsor is Dickason-Goodman Furniture Co. Title is *Dream House.*

* * *

Wheel of Chance

WHEEL of chance is featured in a new man-on-street series on WGN, Chicago, sponsored by the local Nelson Bros. Co. Originating in the lobby of the Chicago Theatre, the program titled *Radio's Voice* features Guy Savage, WGN sportscaster, in a quiz show. The questions are placed on the wheel and each person interviewed is asked the question at the indicator when the wheel stops. Prizes are theatre tickets.

* * *

Homes of the Poets

VISITS to the homes of 32 of America's most famous poets will be the basis of *Pilgrimage of Poetry*, new series of Sunday afternoon programs starting Oct. 15 on NBC-Blue and arranged through the cooperation of the poetry division of the Library of Congress. Ted Malone, conductor of the weekly *Between the Bookends* program on NBC, will conduct the programs from the homes of the poets.

* * *

About Women

NBC's dramatic series presented last summer as *Women in the Making of America* will return to the air Oct. 10 under the new title, *All-American Women.* The programs, relating stories of past and present American women pioneers and produced in cooperation with the U. S. Office of Education, will be heard on NBC-Blue Tuesdays, 2-2:30 p. m.

THANX FOR YOUR EAR
Walt Bruzek
THE OLD BEAR

TO PROMOTE a program of community events handled by Walt Bruzek, out of the Owatonna studios of KROC, Rochester, Minn., this poster is being used. The *Old Bear* is carried each Sunday morning on KROC as a tieup between the station and the local *Steele County Photo News*, weekly newspaper.

Peoria Homebuilders

WMBD, Peoria, Ill., recently carried a series in which the local building industry participated. An evening show three half-hours a week, *So You're Going to Build a Home* consisted of music with transcribed interviews at the actual scene of construction or in the office of one of the sponsoring firms. Transcriptions were ten minutes in length and were arranged to include commercial continuity for the advertiser. Commercials at opening and close of programs included simply the names of participating firms and an appeal to build at this time. The station realized more than $2,000 in the dull summer season. Advertisers were those who did not usually use radio, including banks, plumbers, carpenters, electrical companies, the water company, etc.

* * *

'Victory Rally'

FOOTBALL news, famous plays, forecasts of future games are all featured on the *Victory Rally* program which recently started its fifth year on WHN, New York, on Fridays, 8:30-9 p. m. Dick Fishell, WHN sportscaster conducts the program, with music by Dick Ballou and his orchestra.

* * *

Men of America

LIVES of American manufacturers and merchant princes will be dramatized during *If Money Talked* an hour series to start Oct. 11 on NBC-Blue network. Howard Whitman, author of the new program, is a former New York newspaperman.

Employment Feature

TO ASSIST in opening opportunities for employment, Herbert Hadel, sociologist, is conducting a weekly quarter-hour program titled *Let's Go to Work* on WMCA, New York. Mr. Hadel has conducted similar programs interviewing job seekers in New England, and has invited leading industrialists and political leaders to become associated with his "Foundation" for increasing employment in New York.

* * *

Vox Milwaukee Pop

THE Milwaukee *Public Speaks* on the program by that name scheduled to start Oct. 1 on WTMJ, a Sunday noon half-hour feature in which five persons deliver five-minute talks. Those wishing to talk must submit copies of their remarks a week in advance. The goal is a "real forum for Wisconsin people". Usual restrictions on good taste and controversy are imposed.

* * *

Quizzed by Phone

LISTENERS participate in the *Quiz Kollege* of KUJ, Walla Walla, Wash., by telephone, those desiring to take part being required to register with the studio in advance, listing phone number and nights they can be reached if called by the studio. All calls are made by the studio to the individuals. The phone interviews augment studio participation.

* * *

ALL LOCAL shows of WKY, Oklahoma City, originated in air-conditioned studios at the fair grounds during the Oklahoma State Fair, which opened Sept. 23. WKY is broadcasting the entire Oklahoma U. football schedule this autumn, with John Shafer announcing.

Raymond Swing Sponsored

RAYMOND GRAM SWING, Mutual Network's anaylist of international affairs who distinguished himself during the war crisis days, on Sept. 25 went under sponsorship of General Cigar Co. New York (White Owl), over a special hookup of WOR, Newark; WGN, Chicago, and WAAB, Boston. He is heard Mondays and Fridays, 10-10:15 p.m. (EST), and continues his sustaining commentaries on the intervening weekdays at the same time. J. Walter Thompson Co., New York, handles the account.

RADIO TALKS by Raymond Gram Swing, MBS commentator, delivered from March, 1939, to the present, on MBS will be published Oct. 16 by W. W. Norton & Co. as a 60,000 word volume titled "How War Came."

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

In Cincinnati

1600 Grocers
265 Druggists
154 Meat Dealers
51 Theatres

ADD THEIR INDIVIDUAL COOPERATION to WSAI's NBC RED and BLUE WEEK!

The help which those who sell Cincinnati have received from WSAI, was returned the week of September 24th. Four great associations* OFFICIALLY helped WSAI celebrate its NBC Red AND Blue week, using 2500 WSAI placards, streamers, trailers.

Proof anew that WSAI *is* "Cincinnati's Own Station"

* Cincinnati Retail Grocers—White Villa Grocers—Ohio Valley Druggists—Retail Meat Dealers.

WSAI Represented by International Radio Sales
New York - Chicago - Los Angeles - San Francisco

Specializing in
RECORDED
SPOT Announcements
for
LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

*
We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

Equipment

WBBM, Chicago, is testing and will soon start using its new 490-foot Blaw-Knox vertical radiator located near Glenville, Ill., approximately 20 miles northwest of Chicago's Loop. Cost of erection of a tower of this type is estimated at $30,000. Since its tower fell during a blizzard on April 13, WBBM has been using the old WENR transmitter near Downers Grove, Ill. The new tower was erected and tests are being completed under the supervision of Frank Falknor, WBBM chief engineer.

W. T. HIX, who will be manager of the new WMGA, Moultrie, Ga., reports that the station has ordered a 250-G RCA transmitter and will be RCA equipped throughout. A 325-foot Truscon vertical radiator has also been ordered. The station will go on the air sometime between Nov. 1 and 15, Mr. Hix states.

FRAHEN Co., 152 W. 42d St., New York City, is offering portable playback audition machines weighing 12 pounds and making 16-inch transcriptions.

CJKL, Kirkland Lake, Ont., opens its new 1,000-watt transmitter Oct. 1, with RCA equipment and a Lingo radiator.

NEW RCA equipment was placed in operation when KVOD, Denver, switched to 630 kc. Sept. 22, with increased power and directional antenna.

A LINGO vertical radiator, 188 feet high, and RCA transmitter equipment have been ordered for the new WSAV, Savannah, Ga., recently authorized by the FCC, which will be managed and partly owned by Harben Daniel, former commercial manager of WSM, Nashville.

OFF TO HOLLYWOOD to head NBC's transcription service there, R. F. Schuetz was feted Sept. 19 by his colleagues of NBC's New York engineering staff which he leaves after 10 years service. Left to right: J. G. Strang, Jarrett L. Hathaway, William Fitch, Gustave A. Basler, William A. Clarke, Clarkson U. Bundick, Elmer F. Mead, O. B. Hanson, Mr. Schuetz, T. H. Phelan, George Nixon, Robert Thatcher, Joseph J. Arnone, Beverly F. Fredendall, Vincent J. Gilcher, Edward Molen, Gerald M. Hastings, Peter House, George O. Milne, Donald Castle, DeWitt Clinton Shultis, George E. Stewart, Robert Close, Lester Looney, Ronald A. Lynn, H. M. Gabrielson.

GLENN GILLETT, Washington consulting engineer, has sent out requests for bids for 900-foot guyed cross-section towers in connection with the projected 5 kw. plants of WNAX, Yankton, and KGKO, Fort Worth. Clyde Bond, associate of the Gillett firm, is now in California in connection with the new antenna installations of KQW, San Jose, and KTKC, Visalia, Cal. He will spend at least two months on the Pacific Coast.

WORK is progressing on the new Westinghouse transmitter being installed for WBZ, Boston, at Hull, Mass. D. A. Myer, WBZ plant manager, is supervising installation of the 50 kw. transmitter and two 500-foot towers.

WHKY are the call letters assigned by the FCC for the newly-authorized station in Hickory, N. C., and KUIN will be the call of the new station in Grants Pass, Ore. [BROADCASTING, Sept. 15].

FM Subject of Article

THE STORY of frequency modulation, as invented by Maj. Edwin Armstrong, is told in layman language in the October issue of *Fortune* Magazine, which heads its article "Revolution in Radio" and states in the subhead, "After years of battle a fighting inventor is in position to cause replacement of 40,000,000 radio sets and $75,000,000 worth of broadcasting equipment." The system is described in semi-technical terms and considerable space is devoted to Maj. Armstrong's career as an engineer and inventor.

WDAY, Fargo, N. D., has installed new Western Electric recording equipment, as well as a 100-watt relay transmitter in the mobile unit.

in the CONTROL ROOM

HAROLD PLATT, formerly with KHUB, Watsonville, Cal., is now on the engineering staff of the San Francisco Exposition. He is a 1938 graduate of National Schools, Los Angeles. Lloyd Roe and Charles Long, also graduates of National, are now junior technicians with KNX, Hollywood.

JACK BOOR, formerly with KFBB, Great Falls, Mont., is now on the engineering staff of KGIR, Butte.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System and a pioneer television experimenter and inventor, spoke Sept. 25 before the Junior Advertising Club of Los Angeles on "Television and Its Advertising Future".

WALTER H. WIRKLER, of Garnaville, Ia., on Sept. 19 was granted Patent No. 2,173,145 covering a single sideband transmitter, which he has assigned to Collins Radio Co., Cedar Rapids. The same day the U. S. Patent Office issued Patent No. 2,173,095 covering a telescoping vertical radiator and method of erecting to John F. Byrne, of Cedar Rapids, who has also assigned it to the Collins company.

EUGENE E. ALDEN, formerly chief engineer of KOY, Phoenix, has joined WIRE, Indianapolis, as assistant to Earl Lewis, WIRE chief engineer.

GRADY SHEPERD, formerly of KFRO, Longview, has joined KIUN, Pecos, Tex. Earl Guye, former operator at KIUN, has joined KLUF, Galveston.

GEORGE A. HOOPER, engineer of WIBG, Glenside, Pa., is to marry Frances Pouch early in October.

RUPERT BOGAN, formerly of KTEM, Temple, Tex., has returned to KFJZ (formerly KTAT), Fort Worth, as control operator.

W. H. BOHLKE, active for 11 years in RCA's service division, has been named director of test equipment and service merchandising.

LYLE GRACE has returned to KRGV, Weslaco, Tex., with an operator's license after attending an engineering school.

GORDON HOLDEN, of Danville, Ill., new to radio, has joined the transmitter staff of WDZ, Tuscola, Ill.

GEORGE STUART, recently of KHUB, Watsonville, Cal., has rejoined the engineering staff of KQW, San Jose.

A NEW 10-watt pack transmitter has been constructed by Mark Spies, chief engineer of WDZ, Tuscola, Ill.

A "Must" Book for Station Management

Rules & Regulations
and
Standards

Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939

★ 72 PAGES

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BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

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Sir George Lee Gets Medal From IRE As Technical Advances Are Described

TRANSATLANTIC communication via shortwave radio was pressed into service by its creators on Sept. 21 when the medal of honor of the Institute of Radio Engineers was presented by Raymond A. Heising, IRE president, speaking from New York, to Sir George Lee, recently retired engineer-in-chief of the British Post Office, whose acceptance was made in London.

Presentation of the IRE's highest honor, made for Sir George's "accomplishments in promoting international radio services and in fostering advances in the art and science of radio communication," occurred at a luncheon meeting of the several hundred members attending the 14th annual IRE convention at the Hotel Pennsylvania, New York, Sept. 20-23.

The second annual award, the Morris Leibmann Memorial Prize, was given to Harald Trap Friis of the Bell Laboratories for his "investigations in radio transmission including the development of measuring signals and noise and the creation of a receiving system for mitigating selective fading and noise interference."

Recent Progress

During the four-day session the convention heard 28 papers on recent technical developments in all phases of radio—broadcasting, television, radio telephony, radiobeacons for aircraft, radio weather measuring devices and radiotherapy. Dr. Lee de Forest, inventor of the audion tube and a foremost radio pioneer, delivered the paper on radiotherapy, a field he has been doing research in for the past five years.

Stating that there are between 30,000 and 40,000 shortwave diathermy machines in use and citing medical authorities on the value of these machines in treating a number of diseases, he said the interference about which broadcasters and communications engineers had complained could be most easily eliminated by the assignment of two frequencies by the FCC for the exclusive use of these machines. Dismissing the FCC's counter proposal that the machines be shielded or regulated by crystal control as impractical technically and financially, Dr. De Forest suggested that the broadcasters adopt the Armstrong method of broadcasting by frequency modulation, which he said would free radio from this diathermy interference.

H. A. Chinn of CBS, R. M. Morris of NBC and D. K. Gannett of Bell Laboratories, jointly presented a paper on the development of the new standard volume indicator with a new reference volume level which the three companies put into use on May 1. A new type of electron modulator for frequency modulation was described by R. E. Shelby, NBC.

Presenting graphs extending past sales of radio receivers into the future, Julius Weinberger, RCA, said that sales of initial home receivers are approaching the saturation point, but that sale of second sets, auto radios and portable sets are still on the upswing. Replacements are made on the average of every seven years, he said, in contrast to the automobile industry in which the cycle is only three years.

Television, to which the entire Saturday sessions were devoted, was the subject of eight papers. G. H. Brown, RCA, described a filter for suppressing at the transmitter sidebands too low to be received but which might cause interference to other services on adjacent channels. Large tube television receivers using electrostatic deflection were discussed by T. T. Goldsmith, DuMont Laboratories. A. V. Haeff and L. S. Negaard, RCA, described the construction and performance of a grid-controlled inductive-output tube for obtaining amplification over a wide band of frequencies, as found in television transmission. These two engineers, in company with W. G. Wagener, P. D. Zottu, R. B. Ayer and H. E. Gihring, all RCA at the time the study was made although Wagener is now with Heintz & Kaufmann and Zottu is now with Thermal Engineering Corp., presented a three-part paper on the development of a 20-kilowatt ultra high-frequency tetrode for television use.

L. J. Hartley, General Electric, discussed production alignment apparatus for television receivers used in the GE Bridgeport plant. Three types of modulators which might be used as the first tube in a television receiver and the advantages of each were described by E. W. Herold, RCA. H. E. Kallmann, formerly Electrical & Musical Industries, discussed transient response in television. I. G. Maloff, RCA, described the functions of electron bombardment in television, turning the variations in the transmitter picture into electrical current and the current into picture variations at the receiver, from an engineering angle.

List of Exhibitors

Adjoining the convention hall was an exhibition of recent commercial developments in instruments, equipment, components and materials.

Exhibitors included Alden Products Co., Brockton, Mass.; American Lava Corp., Chattanooga; American Transformer Co., Newark; Amperex Electronic Products, Brooklyn; Boonton Radio Corp., Boonton, N. J.; Bud Radio, Cleveland; Sigmund Cohn, New York; Communication Products Co., Jersey City; Cornell-Dubilier Electric Corp., Plainfield, N. J.; Daven Co., Newark; Eitel-McCullough, San Bruno, Cal.; Fairchild Aerial Camera Corp., Jamaica, L. I.; Ferris Instrument Corp., Boonton, N. J.; General Ceramics Co., New York; General Radio Co., Cambridge, Mass.; Graybar Electric Co., New York; International Nickel Co., New York; International Resistance Co., Philadelphia; Isolantite Inc., Belleville, N. J.; Lapp Insulator Co., Le Roy, N. Y.; P. R. Mallory & Co., Indianapolis; Micro-volts Inc., Boonton, N. J.; Parker-Kalon Corp., New York; RCA Mfg. Co., Camden; Shallcross Mfg. Co., Collingdale, Pa.; Solar Mfg. Co., Bayonne; Sound Apparatus Co., New York; Thordarson Electric Mfg. Co., Chicago; United Transformer Corp., New York; S. S. White Dental Mfg. Co., New York.

WFBG

ALTOONA PENN.

Offers the ONLY complete coverage of the Altoona trading area.

Your message to our large, loyal audience assures greater distribution and increased sales.

INS FULL SERVICE
World Broadcasting System

Radio Consulting Group Stages First Meeting

FINAL meeting of the American preparatory committee for U. S. participation in the fifth meeting of the International Radio Consulting Committee, scheduled for the early summer of 1940 in Stockholm, Sweden, was held at the State Department Sept. 11. While it is doubted if the international meeting will be held as scheduled, the committee adopted most of the reports on questions to be considered in Stockholm, although they were later shelved for further consideration in event the CCIR sessions should be held.

The committee indicated much of the material on several questions would be important for use at the Pan-American Radio Conference, to be held in Santiago, Chile, on Jan. 17, 1940. Dr. J. H. Dellinger, radio division chief of the Bureau of Standards and general chairman of the preparatory committee, announced that further CCIR meetings would be subject to call of the State Department and suggested the organization be kept intact, with present reports "put on the shelf" awaiting European developments.

Johnson Leaves FCC

WALTER JOHNSON, FCC attorney since 1935, has resigned effective Sept. 30 to open law offices in Washington to practice administrative and broadcast law. With the FCC since early 1935, Mr. Johnson served for about a year in appellate work, after which he was assigned principally to hearings and appeared in numerous proceedings as Commission counsel and as presiding examiner. Prior to joining the FCC, Mr. Johnson served with the Department of Agriculture, Department of the Interior and Federal Trade Commission. He is a native of Minneapolis. His law offices are in the Star Bldg.

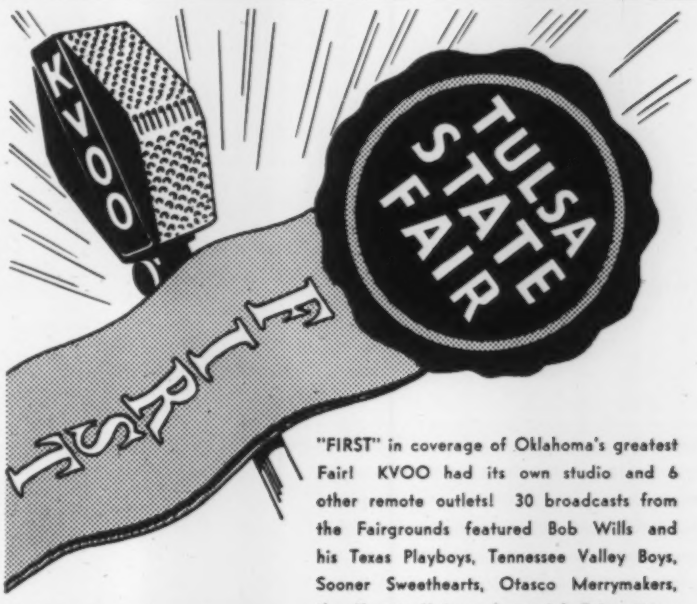
CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Is Rounding Out the Busiest Year in Its Thirteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.

U. S. Representatives:
WEED & COMPANY
350 Madison Ave.,
New York City



"FIRST" in coverage of Oklahoma's greatest Fair! KVOO had its own studio and 6 other remote outlets! 30 broadcasts from the Fairgrounds featured Bob Wills and his Texas Playboys, Tennessee Valley Boys, Sooner Sweethearts, Otasco Merrymakers, the Korner Kwiz and special Fair attractions! Five broadcasts daily!

This kind of service makes KVOO the dominant station in Oklahoma. Within 75 miles radius of Tulsa lies 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's greatest market with KVOO. 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY & CO.
National Representatives

★

KVOO
TULSA OIL CAPITAL OF THE WORLD

NBC, effective with the week of Oct. 8, has sent out its Advance Program Service schedule in reduced page form with Red and Blue Network programs completely separated. The Red and Blue sponsor indices have been revised in form to include lists of stations carrying programs, as well as advertising agencies handling accounts. Station lists have been removed from daily program pages and commercial programs remain numerically indexed to indicate which programs are sponsored by which advertiser.

* * *

WFAA Film

FILM featuring the cast of the *Early Bird* program of WFAA, Dallas, on Sept. 24 started a six-week run at nine Interstate Circuit suburban theaters in Dallas. It appears four times daily in all nine theaters, featuring the Karl Lambertz orchestra and Eddie Dunn, m. c., who invites the audience to tune in every morning. In return, WFAA gives two passes to two of the theaters daily, Monday through Saturday.

* * *

San Antonio Show

THE 1940 Radio Show, presented by KTSA, San Antonio, and set manufacturers lasts for a week and was opened Sept. 17 in the Gunter Hotel with a special broadcast. All station broadcasts during show hours were keyed from the show. KTSA announcers conduct visitors throughout the studios, located on the third floor of the hotel.

* * *

Plug for Radio

KDKA, Pittsburgh, in cooperation with the NAB, is launching a drive to give listeners a better understanding of the American System of broadcasting as well as to describe new programs and the need of keeping sets in good condition. Script will be woven into regular programs. Window displays and other promotion are planned.

* * *

Indian Signs

DISPLAYS featuring the Washington Redskins pro football team were placed by WMFD, Frederick, Md., in sporting goods stores and theatre lobbies in nearby towns as well as high schools and colleges. WMFD carries the games under General Mills sponsorship via a hookup with WOL, Washington.

Merchandising & Promotion

New Skeds—Maps—Ten Bucks a Quote—Raisers of Curtains—Lone Star Apparel—Windows

WBAL's Tabloid

AN EIGHT-PAGE tabloid newspaper, profusely illustrated and carrying stories about sponsors and programs on WBAL, Baltimore, made its appearance in latter September as *Business in Baltimore*. It is a giveaway sheet edited by Grafton W. Schults, WBAL merchandising manager, and will be issued monthly. Equal-size advertisements of WBAL local and national sponsors are carried free of charge.

Camay Gives Radios

PROCTER & GAMBLE Co., Cincinnati, in a joint cooperative campaign with Emerson Radio & Phonograph Corp., New York, is promoting six weekly contests for Camay soap, from Oct. 21 through Nov. 25, on two network programs, *Road of Life* on CBS and *Pepper Young's Family* on NBC-Blue and Red, and on some spot stations carrying *Kitty Keene*. Listeners are asked to finish the sentence in 25 words or less "I Like Camay Because—", sending in three wrappers from Camay soap or facsimiles thereof. A total of $2,500 in cash will be given to winners during the six contests, and 100 Emerson radios will be awarded each week. Pedlar & Ryan, New York, handles the Camay account.

* * *

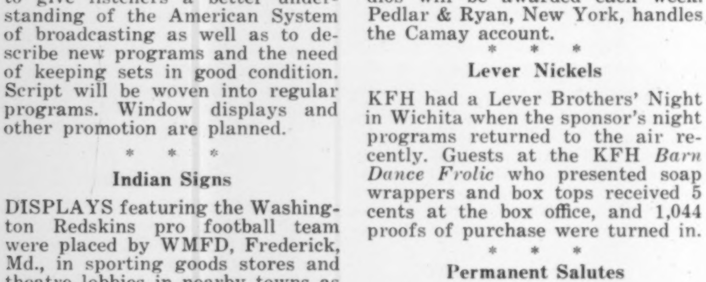
Lever Nickels

KFH had a Lever Brothers' Night in Wichita when the sponsor's night programs returned to the air recently. Guests at the KFH *Barn Dance Frolic* who presented soap wrappers and box tops received 5 cents at the box office, and 1,044 proofs of purchase were turned in.

* * *

Permanent Salutes

FIRMS saluted by KGVO, Missoula, Mont., on its *Builders of Business* series, are presented with recordings of the programs.


STATION
WENR
The Voice of Service
invites you to share in the enjoyment of its schedule of excellent programs which daily feature the nation's top-ranking entertainers and leading figures in fields of sports—news—education—religion—national and international affairs
For hours of real pleasure
every day in the week
Tune In
WENR
870 on your dial

NAB Curtain Raiser week went over with a bang at NBC-Chicago when Emmons Carlson, sales promotion manager, decked out the vast lobby of the Merchandise Mart with artist pictures and cutouts galore. Executives of the NBC Central Division stopped by for critical appraisal. Left to right are Jules Herbuveaux, program director; Emmons Carlson, sales promotion manager; Billy Ray, director public relations; Harry Kopf, sales manager.

Movie Tickets

THROUGH a deal with neighborhood movie houses, 1,500 passes will be awarded weekly to listeners to *Hollywood Reporter* on WGAR, Cleveland, featuring Jack Paar. The program is sponsored by Hershel California Fruit Products Co. (Contadina Tomato Paste), and extends through March 23, 1940. Movie houses receive announcements on the program in return for the donation weekly of passes. To receive a pass, the listener must send ten labels of Contadina Tomato Paste. Barnes & Aarons, Philadelphia, is agency.

* * *

Maps and Name

KVOO, Tulsa, is offering a European map in colors showing political divisions prior to the opening of hostilities as well as charts of military and naval strength. Maps are promoted on newscasts and are sold at cost, 15 cents. A new contest on KVOO offers prizes to find a name for the dawn program featuring Tiny Stallard and Little Montana, formerly of West Virginia stations.

* * *

News Window

WJR, Detroit, is using a bank window in the lobby of the Fisher Bldg. for continuous news bulletins duringing day and evening. Service is handled by Neal Tomy, station's news editor, from full INS reports. Photographs of Duncan Moore, Jimmy Stevenson, Edgar A. Guest Jr. and Jack King, news announcers, and schedule of their broadcasts decorate the window.

* * *

Cleveland Display

A MERCHANDISE Display Guide has been presented Cleveland store buyers, display and advertising managers by WHK, Cleveland. It is ring bound in maroon and gold. New pages are issued twice a month, listing products on the air and giving details about new programs.

* * *

Ten Dollar Quotes

ALBERS BROS. MILLING Co., Seattle, sponsor of *Good Morning Tonite* on NBC-Pacific network, is offering a weekly $10 prize for favorite quotations, verse or philosophy to be read by the Old Miner (Rod Hendrickson) on the program.

* * *

In Carolina Press

WBIG, Greensboro, N. C., is running a series of one-column newspaper ads about 11 inches deep in 23 weekly and semi-weekly newspapers in WBIG's area. The ads list power and coverage data, along with new programs.

* * *

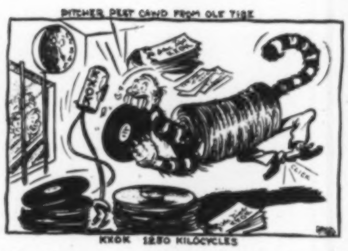
Texas Styles

KIUN, Pecos, Tex., is staging a style revue with about a dozen leading merchants participating. The program is staged at the Grand Theatre and is to be a semi-annual event.

* *

Omaha Windows

WOW, Omaha, is cooperating with the NAB "Curtain Riser" project by decorating windows of five radio set dealers. Photographs and window cards were supplied.



TO JIVE lovers, Bert Metcalf, "Ole Tiger" of KXOK, St. Louis, is sending this fan acknowledgment card on behalf of his *Jam for Supper* swing session. The card was executed by Daniel Bishop, of the *St. Louis Star-Times*.

Contests for Crisco

PROCTER & GAMBLE Co., Cincinnati, through Compton Adv., New York, is sponsoring two contests for Crisco on three of its network programs from Sept. 25 to Oct. 15 and from Oct. 23 to Nov. 12. Each contest offers a $5,000 first prize and 100 $50 second prizes for the best slogans, in ten words or less, about Crisco, accompanied by one Crisco wrapper. Programs used are *Vic & Sade* and *The Right to Happiness* on NBC and *This Day Is Ours* on CBS. The following four programs heard on transcription on various spot stations are also used: *Vic & Sade*, *The Gospel Singer*, *This Day Is Ours*, and *The Goldbergs*.

* * *

Pamphlets With Cheese

ZAUSNER & Co., New York, is promoting its twice-weekly program *Jewish News of the World* on WCNW, Brooklyn, through dealers in the metropolitan area handling its Regent Cheese products. Dealers present customers with small pamphlets telling about the program, while window streamers repeat the commercial announcements about the products as made on the broadcasts by Mitchell Levitsky, conductor of the program.

BROCHURES

KLZ, Denver: Booklet of household hints by Margaret Moore for *Lady, Lend an Ear*.

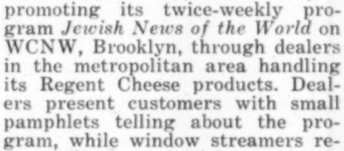
LANG-WORTH Feature Programs, New York: Two-color folder explaining the "NAB Lang-Worth Plan for permanent copyright independence," with catalogue of music library.

WDAY, Fargo, N. D.: Illustrated brochure with pictures of personnel, studios, transmitter and special events coverage, along with stories about station operation.

NBC: Folder titled "Interpretation of NBC Policies as Applied to Broadcasts during the Current European War."

WIRE, Indianapolis: Four-page folder based on speedway racing.

WCAU, Philadelphia: Cellophane-boxed and stitched folder of soft-textured paper "Presenting Laura May Stuart", new feminine feature.



TAXICAB displays of KTUL, Tulsa, appear in leather holders with glass fronts. They are buttoned on the back of front seats and feature two different shows each week.

HEALTH FROM THE AIRLANES

WGY Program, 17 Years Old, Credited With Aiding Reduction in Death Rate

By KOLIN HAGER
Manager, WGY, Schenectady

RADIO health education, broadcast consistently week after week for a period of 17 years by WGY, has been a contributing factor in the steadily decreasing death rate of New York State. This statement is volunteered by Dr. Edward S. Godfrey Jr., State commissioner of health, in recognition of WGY's cooperation with his department in health education.

Mr. Hager

Dr. Godfrey goes further and declares his belief that, despite the great attention quite properly given to health statutes, public health education by radio and other mediums is more effective than public health legislation.

WGY first went on the air on Feb. 20, 1922 and on March 24 of that year the New York State Department of Health broadcast its first radio health message, a five-minute talk. Weekly thereafter to the present, with few interruptions, these messages have continued. From the first, we at WGY were convinced that a health message authoritatively written and presented, was one of the most outstanding services a broadcasting station could perform for its listeners.

Now on Discs

For 11 years the five-minute health talk was written by members of the Health Department staff. In August 1933, the five-minute program grew to a 15-minute dramatic presentation known as *The Health Hunters.* So effective have these dramatized health stories become that the department is now transcribing them and releasing the recordings to 20 broadcasting stations in every part of New York State. The plays won the approval of the listening public and the endorsement of health authorities of counties, towns, cities and villages who reported that the popular presentation of health education was a real aid to them in promoting community welfare.

The *Health Hunters* sketch deals with the affairs of a family named Hunter in an imaginary New York State village called "Utopia". The characters include the members of the Hunter family, Dr. Jones, the village health officer and physician, the mayor and villagers. The subject matter covers not only the conventional matters usually discussed in health education but seasonal matters that are even closer to the conscious interests of communities.

For a Washington's Birthday broadcast Dr. Jones prescribed for General Washington. The health officer of the village of Utopia described the health practices and treatments in Washington's Day and the present. The sketches on mental hygiene were founded on village gossip and the problems were put in language easily understood. During the summer, sketches touch on the importance of care in drinking water particularly at road-side stands, unknown brooks and wayside springs. Another sketch might relate to poison ivy, its recognition and treatment of its poison. The dialogue is written with naturalness and there is a leavening dash of humor in the lines.

Thomas C. Stowell, assistant director of the Division of Public Health Education, is largely responsible for the dramatizations of the *Health Hunters* series. Prior to his association with the State Health Department, Mr. Stowell was a newspaperman with a keen interest in Albany amateur dramatic activites. He not only directs the radio performances but acts in them as well. Mr. Stowell also gives the brief health lesson which summarizes each dramatization. The 15-minute broadcast includes a 10-minute play and roughly four minutes assigned to an emphasizing summary.

Most of the scripts are written by Miss Isabel Beardsley, a member of the Department, who also plays in the sketches.

State Supplies Cast

All of the characters called for in the script are taken by staff members of the New York State Department of Health. In fact when children are called for in the script children of staff members qualify. Since the sketch started six years ago four players have been heard consistently in all the broadcasts—Dr. Paul B. Brooks, Deputy State Commissioner of Health, who plays the part of Dr. Jones, Miss Marion L. Peters, Miss Isabel Beardsley and Mr. Stowell.

When Producer Stowell decided that the *Health Hunters,* like many radio dramatic performances, should have a theme melody to open and close his program, he selected as the instrumentalists the crippled children's orchestra from the State Reconstruction Home at West Haverford. The children were transported to a New York City recording studio and there produced the march from Tschaikowsky's "Nutcracker Suite", which now introduces all Health Department broadcasts.

The State Health Department has discovered many advantages in the transcribed health message. Not only is it possible to have the message broadcast from many stations, at the convenient available time of the station, but it is also possible to reproduce the program, as has been done frequently, at meetings of parent-teachers associations, granges, 4-H clubs, service clubs, schools and various women's organizations. In fact reproduction has not been limited to New York State audiences.

In 1934 the *Health Hunters* series received the citation of the Social Work Publicity Council as one of the ten outstanding examples of health and social work publicity of the country for that year.

From time to time, as an added check on the popularity of the program, the New York State Health Department has offered folders on the subject matter of a particular broadcast. In every instance such offers have been followed by hundreds of requests.

Plane Promotion

A SERIES of good-will flights to Northwestern points has been started by Dr. George W. Young, owner of WDGY, Minneapolis. Dr. Young, piloting his Stinson, led a fleet of 16 planes to Mankato, Minn., where they were entertained, to start the series of flights. The group continued to Austin the same day. Trips are planned every other Sunday.

Stern's 'Sports Newsreel'

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J. (shaving cream), will sponsor Bill Stern in a radio version of his well-known Sports Newsreel on NBC - Blue starting Oct. 8. Titled *Sports Newsreel of the Air,* the program will be presented in five parts, featuring the sports story of the day, the weekly feature story, a guest interview, a profile, and the sport highlight of the past week, and will be heard Sundays, 9:45-10 p. m. Benton & Bowles, Chicago, is agency.

PADUCAH Broadcasting Co., operating WPAD, Paducah, Ky., has applied to the FCC for authority to erect a new 250-watt station in Hopkinsville, Ky., to operate on 1200 kc.

WE'VE GOT Coverage!
KWFT
Wichita Falls • Texas
The Texas-Oklahoma Station!
CBS
Covering the Great Texas Panhandle and Southern Oklahoma
620 Kc•
1,000 W•Day 250 W•Night
PAUL H• RAYMER CO•
National Representatives•

WBNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

HIGHLIGHTS
on the Map of Canadian Radio
- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.
Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

Union Oil Operas

UNION OIL Co., Los Angeles, on Oct. 5 starts its weekly series of tabloid versions of operas and operettas on 10 CBS Pacific Coast stations, with *The Merry Widow*. Mario Chamlee, tenor and Jimmy Newill, baritone, have been signed for the initial program, with Tom Pelusa as orchestra and chorus director. Tom McAvity, radio manager of Lord & Thomas, Hollywood, agency servicing the account, will supervise production. Dave Taylor will direct. Jon Slot is writing the condensations, to be heard Thursday, 9:30-10 p. m. (PST).

FIRST meeting of the new KMOX Education Board was held Sept. 22 by the St. Louis station under the guidance of Harriet Edwards.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

Radio Executives Named For Columbia U. Course

RADIO EXECUTIVES, directors and writers have been selected to present a picture of the broadcasting world to students of "Radio Today," and "Radio Writing," courses given in the extension division of Columbia U., New York, this winter, under the direction of Erik Barnouw of the English department.

Speakers include: E. P. H. James, advertising and sales promotion manager of NBC; John V. L. Hogan, president of WQXR, New York; Paul Wing, CBS director; Walter R. Pierson, CBS director of sound effects; Frank Stanton, CBS director of research; Robert J. Landry, radio editor of *Variety*; Janet MacRorie, NBC editor of continuity acceptance; Felix Greene, BBC American representative; Gilbert Seldes, CBS director of television programs; Lewis H. Titterton, NBC manager of script division; Julius F. Seebach Jr., director of program operations of WOR, Newark; Arch Oboler, NBC copywriter and director; Norman Corwin, CBS writer and director; George V. Deny Jr., moderator of the *Town Hall* program on NBC; William N. Robson, director of the *Columbia Workshop*; Ireene Wicker, conductor of children's programs; Lyman Bryson, chairman of the CBS Adult Education Board; J. R. Poppele, WOR chief engineer.

MAX KARL, educational director of WCCO, Minneapolis, speaking on "What is a Good Radio Production and Why?", was featured at the annual conference of the Minnesota State Parent-Teachers Assn. Sept. 19.

SHREVEPORT
AMERICA'S
Most
Receptive
MARKET

AGGRESSIVE radio advertisers have found Shreveport to be one of the most receptive markets in America. By every measuring stick—building permits . . . bank clearings . . . postal receipts . . . low unemployment figures . . . new telephones . . . gas meters . . . water meters . . . AND RETAIL SALES — Shreveport is growing, prospering and offering unlimited opportunities for KTBS time buyers.

A SHREVEPORT TIMES STATION
1,000 WATTS KTBS NBC
SHREVEPORT LOUISIANA
Represented by THE BRANHAM CO.

Radio AND Education

FACTORS to be considered in picking broadcast receivers and phonographs for classroom use are discussed in detail in a pamphlet prepared by the Committee on Scientific Aids to Learning, 41 E. 42d St., New York. The volume is distributed free by the Committee, of which Dr. Irvin Stewart, former member of the FCC, is director. The 95-page pamphlet goes into the technical aspects of the subjects from a lay approach and is illustrated with drawings and photographs. Tabular data cover such subjects as acoustic properties of rooms and materials and devices. An appendix lists and explains various types of equipment, with prices.

THE *Atlanta Journal School of the Air* will start its ninth annual series of auditions Oct. 16 on WSB, Atlanta, under direction of its founder, Louis T. Rigdon. Aim of the auditions is to discover boys and girls talented in music and English, and provide them with training, recognition and reward. As awards this year the 10 high school and 10 grammar school statewide winners will receive free trips to Washington and New York and will also receive scholarships to leading Georgia colleges and universities. More than 300,000 students in 400 Georgia public schools from 148 of the 159 counties in the State participate annually in programs on WSB; WMAZ, Macon; WTOC, Savannah, and WRDW, Augusta.

THE University of Detroit has completed its schedule for an introductory course in radio speech, with classes meeting Monday evenings in the studios of WWJ, Detroit, under direction of E. A. McFaul, university instructor of speech. A continuation of the course will be offered in the second semester.

DR. TRACY F. TYLER, administrative assistant to Guy Stanton Ford, president of Minnesota U., and lecturer on radio and education, has been named to the National Advisory Committee of the CBS *American School of the Air*. He will collaborate with Max Karl, WCCO educational director.

CHICAGO RADIO Council has published a series of 10 handbooks which discuss the 10 programs featured by the Council on local stations the first half of the 1939-40 school year. The handbooks analyze program structure, discuss listening techniques, furnish suggestions for school teachers.

NATIONAL ACADEMY of Broadcasting, Washington, began its fifth season of teaching radio speech and writing the last week in September under the direction of Alice Keith, former director of the CBS *American School of the Air*.

WPEN, Philadelphia, is using a serial drama, Findleyville, to give health information. The Philadelphia Health Council and Tuberculosis Committee participate. Script is by John Kieffer.

WHAS, Louisville, is originating three new half-hour programs a week from Kentucky U. studios in Lexington. They are *Behind the Headlines*, a Sunday noon roundtable; *Capsules of Knowledge*, with music and two five-minute talks; *Wildcat Review*, entirely by students, with student orchestra, interviews and sports gossip.

TWENTY-THREE high schools in New York City selected by the Board of Education will serve as origination points for the Friday broadcasts of the CBS *American School of the Air* during the 1939-40 season. The series, titled *This Living World*, is presented by CBS in cooperation with the New York City Board of Education and the NEA. A full crew of engineers, sound effects men and cast of eight actors under the direction of Earle McGill will be sent to each school. Scripts are written by Robert Aura Smith, of the *New York Times* editorial staff, who also leads discussions.

DR. FRANKLIN DUNHAM, religious and educational program director of NBC, will conduct a regular weekly course on the use of radio by schools at Teachers College, Columbia University beginning Oct. 4. Dr. Dunham lectured at both Columbia and Harvard Universities during the past summer. His new course, "Radio in the Class Room", will carry three credit points. Each session will be illustrated by actual broadcasts transcribed through a newly-developed RCA playback recorder.

FIFTH year of *America's Town Meeting of the Air* will start Oct. 5 on NBC-Blue, Thursdays, 9:30-10:30, with a list of well-known speakers on many subjects. The opening broadcast will present Secretary of the Interior Harold L. Ickes and Gen. Hugh S. Johnson. George V. Denny Jr., president of Town Hall Inc., continues as moderator.

WORLD WIDE Broadcasting Foundation, Boston, has resumed its Modern Radio Course under Dr. C. Davis Belcher. Talks, heard over WRUL, cover television and each talk is heard three times for a week.

THROUGH its affiliation with WLW and WSAI, the Cincinnati College of Music gives its students of broadcasting actual experience in courses leading to a Bachelor of Music degree. Courses deal with non-musical as well as musical aspects of broadcasting. The script course is directed by Arthur Radkey, of WLW's education staff, and credit is transferrable to the College of Music. Radkey also directs radio production and interpretation courses at the College of Music. All laboratory work is to be done in the WLW studios. Last year the College fed 54 programs to MBS.

NATIONAL COUNCIL for Jewish Education at its recent Buffalo conference commended CBS for its *Americans All, Immigrants All* series started last autumn in conjunction with the U. S. Office of Education. Scripts were by Gilbert Seldes, CBS television director, with Earle McGill as director.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been named vice-chairman of the national radio committee of the U. S. Junior Assn. of Commerce, and has been appointed to the advisory board of the Minnesota Congress of Parents & Teachers.

KMPC, Beverly Hills, Cal., has started a Tuesday morning quarter hour program *Lifelong Learning*, under auspices of the Extension Division of California U., Los Angeles. Series is under supervision of Miss Anne Sumner, University executive.

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . . 50,000 WATTS, CLEAR CHANNEL

Your Subscription to

BROADCASTING
Broadcast Advertising

includes the

1940 YEARBOOK Number

(MAILED EARLY IN 1940)

FOR *new*

SUBSCRIPTION

ORDER *only* ➡

CBS EDUCATORS had an all-day meeting at WBBM, Chicago, Sept. 22 to discuss local and network broadcasts in the field of education. From the 18 CBS stations represented at the meeting came these delegates (seated, l to r): Gene Trace, WMBD, Peoria; Irwin Johnson, WBNS, Columbus, O.; Geraldine Elliott, WJR, Detroit; Sterling Fisher, CBS, New York; Harriet Edwards, KMOX, St. Louis; Leslie C. Goss, WOC, Davenport, Ia.; Lavinia S. Schwartz, WBBM, Chicago; (standing l to r) Stan Thompson, WBBM; W. O. Dreyfus, WISN, Milwaukee; Emlyn Owen, WHBY and WTAG, Green Bay, Wis.; Edmund Linehan, KRNT, Des Moines; Frank L. Rand, WBBM; Ken Ellington, WBBM; H. B. Hook, KGLO, Mason City, Ia.; Robert Drain, WSBT, South Bend; J. L. Van Volkenburg, WBBM; Robert Swintz, WSBT, South Bend; Max Karl, WCCO, Minneapolis; J. Neil Reagan, WOC, Davenport, Ia.; R. Bruce Wallace, KFAB and KOIL, Omaha and Lincoln, Neb.; George E. Halley, KMBC, Kansas City.

Affiliates Discuss Education on CBS

EDUCATIONAL programs of both local and network origination were the order of the day when 18 CBS affiliate representatives gathered at WBBM, Chicago, Sept. 22 for a roundtable discussion. Sterling Fisher, CBS educational director, New York, talked over the general educational setup in the various stations and asked the officials for their suggestions concerning further expansion of network educational activities.

Reception of the CBS *American School of the Air* and other network and local programs designed for school children and adult education has been enthusiastic among local school officials, county superintendents and head of educational institutions, it was learned. Mr. Fisher told the station delegates that the program had received official endorsement from State boards of education in five States. Several other States have notified CBS that such endorsement will be given this year, he added. The program has been altered this year to allow local classes to be used each week in classroom discussion demonstrations aired in each area.

The meeting concluded that educational programs should allow for participation by local school officials and students whenever possible. Representing WBBM as the station devoting the largest amount of time to educational broadcasts, informal talks were given by J. L. Van Volkenburg, assistant manager of WBBM; Lavinia Schwartz, WBBM educational director who was recently named CBS regional director of education; Frank L. Rand, public relations director of CBS Western Division; Stan Thompson, WBBM assistant program director, and Ken Ellington, WBBM special events head.

Kitchen Boquet Buys

GROCERY PRODUCTS MFG. Corp., Union City, N. J., on Oct. 2 starts a test campaign for Kitchen Boquet using five time weekly participations in *Martha Deane's* program on WOR, Newark, and a women's program on KNX, Los Angeles. Ruthrauff & Ryan, New York, is the agency.

Dill on Copyright

(*Continued from page 24*)

centage of the total program receipts of the radio station.

"In a number of States the legislatures have passed statutes to compel ASCAP to adopt the payment for use plan. They have even provided criminal penalties for failure to obey these laws. Litigation is now pending regarding these laws in most or all of these states. Other State legislatures will probably adopt similar statutes unless Congress acts.

Music Monopoly

"Such statutes constitute a form of guerilla warfare against ASCAP. They afford a temporary protection, but that protection is only temporary and partial in its effect. What is needed by the users of copyrighted music is a major victory over ASCAP's unjust demands in the form of an amendment to the Copyright Act to provide a payment for use plan.

"A copyright of a musical production is a constitutional grant of a monopoly control of the use of the music represented by the copyright. That monopoly includes the control of the reproduction for profit of the music which the copyright covers. A copyright owner, acting alone, may do as he will with his copyright. He may license or refuse to license its use. He may license one person and refuse to license another. He may charge one user one price, and another user another price. Congress cannot interfere. But when the copyrights of two or more individuals are brought under a single control, then Congress can regulate the use of those copyrights. When an individual, corporation or association combines these copyrights under one control, then Congress can regulate the commercial transactions relating to the use of those copyrights.

Attempts in Past

"In the past, efforts to curb ASCAP have taken the form of attempted revisions of the copyright law. All such bills have died in Congress, primarily because such a revision always brings so many confusing proposals affecting so many different interests and people, that Congressmen and Senators hesitate to support some of the proposed revisions. A simple amendment providing the payment for use plan of copyrighted music will not be subject to such misunderstanding and confusion.

"Such an amendment can be introduced in the special session and hearings before the House and Senate Committees can be held before January. This will make it possible to pass the bill before Congress adjourns next summer. When that is accomplished, radio broadcasters who have contracts expiring Jan. 1, 1941, can deal with ASCAP on a fair and reasonable basis at the expiration of those contracts."

MAKE A NOTE TO USE

WBNS
COLUMBUS, OHIO

ALL YOU NEED IN CENTRAL OHIO

5000 WATTS DAY
1000 WATTS NIGHT

JOHN BLAIR & CO. Representative

The Northwest's Best Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-
PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

"WE SELL A COMPLETE MARKET COVERAGE"

Says
CHARLIE CALEY
Commercial Mgr.
WMBD

"It's not only the city of Peoria, it's all of Central Illinois — a market greater than many an entire State. 'Peoriarea' is in the 600,000 class."

YES — 600,000 PEOPLE!

That's more than the entire state of Idaho—or Maine—or New Mexico. Yet all these people are within 60 miles of Peoria . . . in a rich, concentrated area that's half agricultural—half industrial. Productive farms and heavy pay rolls give it dependable, above-the-average income.

As Mr. Caley says — "Peoriarea" is a BIG market — covered economically by WMBD alone. So don't get the wrong idea about this station. It belongs on your list!

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK

WMBD
PEORIA, ILLINOIS

ask
HEADLEY-REED CO.
about
KRIC
Beaumont, Texas
They Know
FACTS

LaGuardia Prevents Montana Service Of Warrants Against ASCAP Officials

MONTANA's legal action against ASCAP officials and executives of NBC and CBS, charging them with alleged conspiracy to violate that State's so-called anti-ASCAP law, on Sept. 27 caused New York's Mayor F. H. LaGuardia to step in and prevent serving of warrants.

After Gene Buck, ASCAP president and one of a dozen ASCAP officials for whom warrants had been issued, advised the Mayor that New York detectives had attempted to serve the warrants. Mr. LaGuardia ordered steps which halted efforts to serve the warrants at this time. Mr. Buck's complaint followed efforts to serve warrants on Louis D. Frolich, ASCAP general counsel.

The investigation ordered by the Mayor disclosed that the warrants had been issued on June 19 by Ward H. Jones, Justice of the Peace of Hellgate Township, Missoula County, Mont. A. J. Mosby, manager of KGVO, Missoula, was the complainant, who charged attempted extortion, felony and conspiracy. The warrants named top officials of ASCAP, NBC and CBS, as well as WCAU, Philadelphia.

Mayor LaGuardia viewed the proceeding as private and directed that the warrants be turned over to the corporation counsel for an opinion as to their legality. The warrants were submitted to New York police officials with a request from County Attorney Edward T. Dussault of Missoula, asking that those named give statements on the charges and what they propose to do about them.

The *New York Times* of Sept. 28 reported that Police Commissioner Valentine said he had no intention of arresting reputable men who could be found in their offices on the basis of warrants issued by a Justice of the Peace. The newspaper said he called the affair "a mythical crime", and asserted that his department could not be used as a collection agency.

E. Claude Mills, chairman of the ASCAP executive committee, stated that the crux of the Montana argument "is that the broadcasters in Montana don't want to pay fees for copyright music or service of broadcasters and conjured up a ghost of a scheme against the officials of ASCAP, CBS and NBC personally." Asserting that there were not going to be any more "starving song-writers", he said 45,000 writers who furnished 76% of the music received $4,000,000 from radio to split up last year while "$80,000,000 was made selling radios and advertising time on the production end."

Net Officials Not Served

No attempt was made to serve the warrants on NBC or CBS officials. It was explained that each network had sent to Commission authorities statements asserting that they were not guilty of the charges. Failing to receive similar statements from ASCAP, County Attorney Dussault on Sept. 19 wrote the New York police either to obtain such statements from the ASCAP officials or to "incarcerate them under the warrants of arrest that you have."

Mr. Buck was with Mayor LaGuardia discussing plans for the ASCAP Music Festival to be held Oct. 1 to Oct. 7 in honor of ASCAP's 25th anniversary, when he was notified that an attempt had been made to serve warrants on Mr. Frohlich.

Arbitration Is Planned In Chicago AFRA Case; Stipulation by WFAA

AFRA situation in Chicago remains dormant with an arbitration board expected to be set up by the end of October. According to Ray Jones, executive secretary of the Chicago local, a code for local broadcasts will be fixed by the arbitration board in acordance with the plans outlined in BROADCASTING Aug. 15. WCFL, owned and operated by the Chicago Federation of Labor, has not signed a new contract with AFRA although its former contract expired Sept. 30.

It was understood from official sources that WCFL would not sign an AFRA contract until the Chicago broadcaster-agency committee had come to a code agreement through arbitration covering all Chicago stations. AFRA had asked a 25% wage increase in the contract recently submitted to WCFL [BROADCASTING Sept. 15]. Officials of the broadcaster-agency committee said that they had received no further word from AFRA as to an arbitration board, that no further committee meetings would be held until AFRA indicated its readiness to arbitrate the local code.

* * *

WAAF Stipulation

THE Drovers Journal Publishing Co., Chicago, whose stockholders operate WAAF, Chicago, stipulated Sept. 26 with the National Labor Relations Board that it would "stop discouraging membership in the American Federation of Radio Artists, Chicago local, affiliated with the American Federation of Labor, or any labor organization, and to offer in back pay to James Silver the sum of $450 and to Jack Odell the sum of $700 "in full and complete satisfaction of all liabilities for back pay." The complaint alleged that the firm had discharged the two employes because of union activities.

DEPLOY FOUR MORE TRACTORS IN THE SOUTH FORTY—MARCH!

Farming out here in the Red River Valley is no piddling "sustenance" proposition. It's big business, and the proof is that the per capita value of Red River Valley farm lands and buildings is exactly 47.6% greater than the per capita values in the rest of the West North Central Area, which consists of Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas.

WDAY is the ONLY chain station covering the great and prosperous Valley. It's one of the most productive stations in America. Want the proof?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Covers a continuous market of more than 300,000 population.
25th City of the U. S.
1000 watts 680 Kilocycles
NASHUA
HAVERHILL
RADIO STATION
WLAW
Studios & Offices: OSWALD Bldg. Lawrence, Massachusetts
LAWRENCE
N. ANDOVER
LOWELL
ANDOVER

CURBSTONE car salesmanship was introduced in St. Albans, Vt., via WQDM, Sept. 23 with good results and a new 26-week contract from the local Hudson distribution, according to G. S. (Pete) Wasster, manager. To introduce the new Hudson, space was cleared along the curb on the main street, and a 15-minute broadcast was staged. To win a dollar bill, bystanders were asked to answer "yes" or "no" to questions regarding the new Hudson features. The dealer claims he closed several sales and picked up numerous prospects. Then he signed for 26 weeks.

WOR-AGRAP RENEW PACT FOR 5 YEARS

AMERICAN Guild of Radio Announcers & Producers, independent union, has signed a five-year renewal contract with WOR, Newark, covering terms and conditions of employment of all announcers and production men employed on sustaining programs at the station. Agreement covers hours of work, vacations, sick-leave, overtime and sustaining salaries, commercial contracts of these employes being covered by the station's contract with the American Federation of Radio Artists, AFL talent union. Main change in the new AGRAP contract is that for the first time it calls for a closed shop at the station. Union has a similar agreement with WABC, New York.

Question of whether AGRAP will retain its independence or merge with AFRA is still unanswered, but will probably be settled at the next general meeting to be held sometime this fall. Feeling among members is divided, it is said, with the advantages of affiliation with the AFL on the one side being balanced by the fact that in AFRA the announcers and producers would be far outnumbered by actors and singers and so would have relatively less voice in the management of the union.

Annual meeting of the New York local of AFRA was held Sept. 28, with officers and directors elected for the coming year. Negotiations with WMCA and WHN, both New York, are continuing, but have not reached the contract stage. Preparation of a code to be presented to the makers of transcriptions covering the employment of actors and singers is also going on, but the union has not yet made public its terms.

The dispute between American Communications Assn., CIO union, and International Brotherhood of Electrical Workers, AFL union, over representation of the technical employes of WQXR, New York, has not yet been settled, although several meetings have been held with National Labor Relations Board officials.

Code Ban on Coughlin Seen

(Continued from page 17)

they do not run for more than one year from Oct. 1, 1939. The committee likewise was instructed to make itself available to resolve doubts of broadcasters as to whether proposed new business conforms or can be made to conform to the code. It was specified further that new business competitive with existing accounts could be accepted with the same length of commercial copy permitted the existing account.

The only instructions given the Code Committee regarding enforcement was that if a member station disagreed with an interpretation of the committee's ruling, the station could request reconsideration by the committee. Then if the member found the reconsideration action unsatisfactory, he could appeal to the board.

"The decision of the board will be final and binding," the board ruled. "In the interim, however, the committee ruling will be considered as binding."

Industry Support

NAB President Neville Miller, in an announcement preceding the Code Committee's initial session, said the document had virtual industry-wide support. The Committee, he pointed out, is representative of a cross-section of both the industry and the country and he regarded it as "more than competent to represent every type of radio station and interest as well as the preference of the industry as a whole."

Mr. Miller said the first meeting was highly important to the future of every station and of the entire American system of broadcasting. He announced that the committee will issue a code manual which will contain specific answers to specific problems already presented for ruling. As more of these interpretations are made from time to time, they will be sent member stations. The code manual itself will be in loose-leaf binder form so that reports from the Committee can be applied under the applicable sections of the code.

"In its deliberations," Mr. Miller said, "I can assure this industry and the listening public that the Code Committee is concerned with fundamental principles only and not with personalities. The code represents almost a year's constant deliberation of every conceivable problem affecting the operation of radio in both the social and economic life of our nation. Adherence to the code means to the individual station operator a better long-pull investment and to the American home gives another reason for inviting the NAB station as a preferred guest in its living room. I am convinced that in the code we will find an admixture of the best interests of the radio industry and of the public interest of the American people. The two are inseparable. This is the essence of self-regulation as we know it in our American democracy. And this is the purpose of the NAB code."

President Miller on Oct. 2 dispatched to all members of Congress personal letters in which he outlined the purpose of the code and emphasized particularly the manner in which the controversial discussion provision would be invoked.

In addition to Chairman Bill, members of the Code Committee are Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Edward Klauber, CBS executive vice-president; Niles Trammell, NBC executive vice-president; Don Searle, KOIL, Omaha; Theodore C. Streibert, MBS vice-president, and E. M. Kirby, NAB public relations director, as secretary. Ed Craney, KGIR, Butte, a member of the original committee, declined appointment.

Strong support of the code has come from social, educational, religious, labor and other groups since its adoption last July. Women's organizations generally have endorsed it, particularly in connection with provisions dealing with children's programs which prescribe continuous studies of the problem and consultations with parent and child study groups.

It also came to light that following the Sept. 17 broadcast by Father Coughlin during which he urged his followers to organize "an army of peace" and march on Washington to protest any change in the present neutrality laws, the "Friends of Democracy of New York" sent a memorandum to the FCC and the NAB protesting the priest's "use of the airways for the purpose of inciting the American people to riot and civil war." The organization urged that his contracts with radio stations be cancelled. The memorandum was signed by L. N. Birkhead, national director, and urged NAB members to invoke the code provisions against Father Coughlin as "an enemy of democracy, a disciple of fascism, an advocate of violence and a purveyor of racial hatred."

It is not expected that the NAB Code Compliance Committee at this time will deal with the issue provoked through purchase of time by Father Coughlin's publication *Social Justice* for news broadcasts over a number of stations. In this connection, however, it was pointed out that the code provisions dealing with broadcasting of news might readily be invoked, if it is ascertained that the material broadcast is "colored" and thereby fails to comply with the code mandate.

70% of Kansas'
Effective Buying Income
[AND 20% OF OKLAHOMA'S] IS IN THE DAYTIME COVERAGE AREA OF
WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

Political Speeches Barred in Quebec

Unless They Are Delivered Within a Station Studio

RADIO stations throughout Quebec have been advised "that during the war period the broadcasting of political addresses must be confined to the studio" and that no station will have the "right to broadcast a political speech made at a political meeting". The instructions were received by Quebec broadcasters on Sept. 26 from H. N. Stovin, station relations supervisor of the Canadian Broadcasting Corp. and broadcasting station liaison officer for the Canadian Censorship Coordination Committee.

Quebec is to have a provincial election Oct. 25. Scripts of all political speeches to be broadcast must be submitted in advance to Stovin at the CBC at Toronto for censorship.

Danger of Hecklers

Broadcasts of political meetings are not allowed because there would be no control over hecklers and answers political speakers may give hecklers, even though the main speech were censored. The ruling, made under Defense of the Realm regulations, will be impartially enforced, and the CBC is cooperating with the censorship committee.

Regarding rumors that the Government was taking over broadcasting, Transport Minister C. D. Howe at Ottawa stated on Sept. 27, "As a war measure radio broadcasting is one of the things which have been placed under government supervision, but the CBC remains in control. As to what will be allowed on the air, or be prohibited, the management will consult with the censor authority. This is what has been done as a war measure."

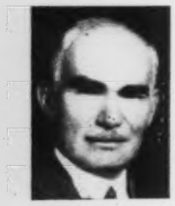
WARREN IRWIN, former correspondent in Geneva for the *New York Times*, has joined the foreign staff of NBC and will act as commentator under Max Jordan, NBC's European representative, with headquarters in Berle, Switzerland.

WAPI, Birmingham, has applied to the FCC for authority to change its frequency from 1140 to 1050 kc. and increase its power from 5,000 to 50,000 watts, thus securing fulltime in lieu of its present night-sharing arrangement with KVOO, Tulsa.

WHOM
Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.
JOSEPH LANG, Mgr.
A FAIR WORLD IN ITSELF
5,000,000 POTENTIAL AUDIENCE

Short War Seen In Use of Radio

DeForest Points to Millions Of Sets in Battle Area



Dr. DeForest

A PROPHECY that "the magic might of radio" will shorten the present war in Europe was made by Dr. Lee DeForest, inventor of the radio tube, at a luncheon in his honor at the New York World's Fair Sept. 22 which had been designated as "Lee DeForest Day." Dr. DeForest came from Los Angeles to be guest of honor for the day, and tribute was paid to him by such radio notables as Dr. E. F. W. Alexanderson, inventor of the Alexanderson alternator; Maj. Mack Horton, inventor of the trailing antenna used by airplanes during the first World War; Dr. O. H. Caldwell, editor of *Radio Today*; Dean Gleason Archer, of Suffolk University, radio historian; R. A. Heising, president of the IRE, and W. J. McGonigle, president of the Veteran Wireless Operators Assn.

Miss Eugenia Farrar, first singer to go on the air for Dr. DeForest in his broadcasting experiments in New York in 1907, spoke briefly, and Vaughn deLeath, original "radio girl," who first broadcast for him in 1919, sang. F. L. Black, in charge of the Ford Exposition and host for the affair, read a message from Lambdin Kay, manager of WSB, Atlanta, informing Dr. DeForest that he was the recipient of the first citation for distinguished service by Cat Whisker Dodo Society, a group of radio old-timers.

A War Factor

Declaring that millions of persons behind the lines in war-torn Europe are able to defy the censorship of their own governments by listening to hourly reports from the battlefronts of all nations, Dr. DeForest said radio was destined to play a mightier role than ever in the war now raging. "Today sufficient millions of radio receivers are scattered throughout the hamlets and rural districts of Europe to frustrate the aims of their censors, despite severe penalties," he said. "The masses of the warring people are thus acquiring hourly, nay minutely, knowledge of how the battle is goin on all fronts. Therefore, radio conditions exist making for an earlier termination of the awful slaughter by the suffering masses themselves, the ones who always pay with their blood.

"In the first World War radio proved of immeasurable value at sea, in saving survivors of torpedoed ships, in warning of U-boat peril, in direction of naval battle over distances where antique signaling methods were totally useless, between field headquarters and divisional units, and in trench warfare. But to the millions of homes in beleaguered capitals and throughout nations blockaded and cut off from the world, the present widespread networks of radio information did not exist. In 1914 and in 1918 millions of listeners could not hear, as today, from their own government, or others, the hourly news bulletins, the emphatic words of their national chiefs."

FIRST TELEVISION demonstration in New Orleans was conducted last month by the D. H. Holmes Dept. Store in cooperation with WWL, using an RCA traveling video unit. Left to right in this picture are Pinkie Vidacovich, WWL musical director; Billy Neuberger, staff drummer; Henry Dupre, special events director; Jimmie Wilson, program manager. Their act was an old-time "beauty contest."

Television News Notes

Televising Football

WITH the telecast of the football game between Fordham University and Waynesburg College from Randall's Island on Sept. 30, NBC launched a fall schedule of gridiron pickups for its television station, W2XBS, New York. A test sight and sound pickup of the Fordham Rams in a practice session proved that the mobile unit's two cameras, one giving an overall view of the teams and the other providing close-ups, can transmit an excellent view of the action. Accordingly NBC television officials are planning an extensive series of telecasts of collegiate football contests in the metropolitan area this fall, with the possibility of televising one or more pro games as well. Already set, in addition to the Sept. 30 game, are: Manhattan vs. St. Bonaventure, Oct. 7; College of City of New York vs. Scranton, Oct. 14; C.C.N.Y. vs. St. Joseph's, Nov. 18. Long Island U. vs. Catholic U., Nov. 23.

* * *

NBC Video Schedule

NEW FALL television schedule of W2XBS, New York NBC station, which went into effect Sept. 26, calls for five afternoon programs, Tuesdays through Saturdays, and four evening telecasts, Tuesdays through Fridays, each week. Studio variety hours, including short film subjects, make up the matinees on Tuesdays and Fridays, with the mobile unit picking up outdoor events on Wednesdays, Thursdays and Saturdays. Evening hours are studio programs, with two dramatic and two variety presentations weekly. A Saturday evening telecast, probably of a feature film, may be added in the near future. The noonday programs have been discontinued.

* * *

Holiday Buying

WHILE no announcements have yet been made, it is learned that several manufacturers of television receivers are planning extensive pre-Christmas advertising campaigns for these sets. About 1,000 receivers have been sold in N. Y.

Don Lee Goes Ahead

DESPITE reports to the contrary, Don Lee Broadcasting System, Los Angeles, has not abandoned nor postponed plans for the construction and operation of a television transmitter on a 23-acre site overlooking Holloywood. Lewis Allen Weiss, general manager, in late September stated that the company will start construction within 60 days and W6XAO will be moved from downtown Los Angeles to the new site when the structure is completed. Legal matters involving clearance of the site for telecasting are currently being expedited, he said. Plans call for a unit type building to house equipment and studios. It will be a reinforced Class A structure. Move will represent an expenditure of nearly $1,000,000.

* * *

Lighters and Suzettes

ART METAL Works, Newark, joined the list of advertisers cooperating with NBC's television staff in anticipating commercialized television on Sept. 29, when *Light of Your Life* was telecast by W2XBS, New York, as an advertisement for Ronson lighters. Maurice, chef of the Park Lane Hotel, will demonstrate the fine art of preparing crepe suzettes to New York's television audience on Oct. 3, giving the first telecast cooking lesson when he is a guest on Alice Maslin's *Facts & Fancies* afternoon series on W2XBS.

* * *

Cincinnati Show

TELEVISION was demonstrated in the H. & S. Pogue Co. store in Cincinnati, with Peter Grant, WLW chief announcer, and Charles Woods as emcees. Herbert Flaig acted as producer. Radio artists, stage folk, civic leaders, stylists and others were televised.

* * *

Zenith Still Holds Back

ZENITH Radio & Television Corp., Chicago, during a company convention the week of Sept. 25 announced its intention to continue its policy not to offer television sets to the public for sale until it believes that television is ready.

New Vacuum Tube Boon to Television

HAILED as the possible successor to the vacuum tube and as a boon to television, a new type electron-multiplier device was demonstrated at London's Radiolympia Radio Exposition of last month, according to reports in British technical publications. Commercial versions of the tube were demonstrated in standard broadcast and television receivers, as a means of reducing the complement of tubes necessary without loss of efficiency, it was claimed.

An all-British invention, the new tube is called the "Augetron" and was exhibited by Vacuum Science Products, British concern. *Practical Wireless*, in its Sept. 9 issue reported that the tubes shortly will be placed on the market at "very reasonable cost".

London's *Television & Short-Wave World*, in its September number, said the tube makes possible utilization of secondary emissions in such a way as to obtain very considerable amplification of currents over a very wide frequency range. *Electrical Times* of Aug. 17 stated the tube can be substituted as a single component for several convention tubes and circuit accessories hitherto necessary for adequate amplification of television signals, and that it has applications also in telegraphy picture transmission, sound film projection and numerous other scientific and engineering purposes. *Wireless World* of Aug. 31 reported that the Augetron was a development of "considerable interest" and although "obviously useful for television, it has many other applications."

Finch Stock Issue

FINCH Telecommunications Inc., New York, manufacturer of facsimile apparatus, on Sept. 25 filed a registration statement covering 87,500 shares of common stock with the Securities & Exchange Commission in Washington. An offering of the shares to the public will be made by a group of investment dealers headed by Distributors Group Inc., New York, with proceeds of the financing to be used for expansion of the Finch operations. The company is headed by William G. H. Finch, former assistant chief engineer of the FCC and holder of many patents on facsimile devices.

SMPE Convention

TELEVISION projection problems, sound recording and reproduction, and the development of the motion picture industry will be discussed among other subjects at the 24th annual convention of the Society of Motion Picture Engineers, held at the Hotel Pennsylvania, New York, Oct. 16-19, under the general managership of W. C. Kunzmann, convention vice-president.

* * *

New GE Oscilloscope

GENERAL ELECTRIC Co. announces an oscilloscope for television, with means for horizontal and vertical deflection for the wide frequency range required. Any single wave frequency between 5 cycles and 6 m. c. may be shown in graphical form, the horizontal sweep circuit operating over a range from 10 to 100,000 cycles per second. The device uses a 9-inch cathode ray tube.

Decision Awaited On WMCA Case; Charge Is Denied

Case Now Under Advisement; War Policy May Be Charted

(Continued from Page 14)

mony that the same data broadcast by WMCA was published in more detail in the *Herald-Tribune* and in other newspapers. A number of New York newspapers, which published articles on the WMCA war broadcasts, were introduced in evidence.

Mr. Wolff said he had never been in the employ of WMCA and had never received any money from the station directly or indirectly. Responding to Commissioner T. A. M. Craven, Mr. Wolff said he did not regard the messages as "address messages" because they were not designated for particular ships. He explained further that the messages carried the prefix "CQ" which he described as a call to all ships and not in the nature of "an address".

When Mr. Flamm proposed to read a statement to open his testimony, Chairman Fly ruled that the question-answer procedure would be followed. He did not permit the witness to delve into past history of the station, observing that if "you open it up you take your chances". He admonished the witness to "keep your eye on the ball".

Mr. Flamm explained that Mr. Goldstein had recommended supplementing the normal International News Service reports with those of the *Herald-Tribune* when the European situation became serious. He explained that WMCA also has an arrangement with the *New York Mirror*, whereby a daily news broadcast is handled, based on *Mirror* items.

Mr. Goldstein had advised him, Mr. Flamm said, that the *Herald-Tribune* service was of three types—intercepted news broadcasts from Europe, which he said was a practice indulged in by other networks, "special *Herald-Tribune* correspondents' service", and a news bulletin service. Identifying an exchange of correspondence with the *Herald-Tribune*, Mr. Flamm said these letters constituted the only arrangement with the newspaper. A telephone line was ordered between the *Herald-Tribune* radio room and WMCA for the duration of the service from Aug. 25 to Sept. 5. Also produced was a bill covering this service, which Mr. Flamm said was paid.

RADIO STATION

NEW FACADE for WIS, Columbia, S. C., just completed. New and enlarged offices and studios have also been installed. The front is of deep blue tiling with glass brick lighted from behind by green neon tubing and the call letters in red neon.

Purpose of Advertisements

Asked regarding the trade advertisements, Mr. Flamm said he would assume responsibility. As a result of the *Herald-Tribune* arrangements and because of the "lucky breaks" he said WMCA did manage to broadcast a number of items in advance of other stations and obtained "front-page breaks" in newspapers as well as notices by the columnists. He said he suggested that the advertising manager, Al Rose, prepare an ad to show to the radio industry "and you gentlemen of the Commission" the job WMCA was doing.

Mr. Flamm said he did not have the slightest idea how Columnist Ross got his information and that he had made a specific inquiry about it. He said he had no information regarding the Gross comments.

Mr. Goldstein was subjected to rigid examination and cross-examination regarding the arrangements with the *Herald-Tribune* and the manner in which the broadcasts were handled. The *Herald-Tribune* service was stopped on Sept. 5, he said, after the networks announced they had returned to normal schedules.

Regarding the advertisement, Mr. Goldstein said that he had seen it prior to publication and that he thought it did an effective job of emphasizing WMCA's "scoops". He added that he knew WMCA did nothing wrong and that it had scored news beats. The ad, he said, was true in most respects but "false in some."

Asked whether he had talked with either of the columnists, Mr. Goldstein said he had a phone conversation with Mr. Gross and mentioned the "scoop" to him. This brought a barrage of questions from Commission members, during which Mr. Goldstein first indicated he had talked with Mr. Flamm about the Gross column but later said he recalled that he did not discuss it with his superior.

Not Intercepted

When Chairman Fly observed that Mr. Wolff had testified that he had informed Mr. Goldstein the German message had been intercepted, the witness responded that Mr. Wolff did not say anything to lead him to believe that it was "an intercepted message".

Recalled to the stand, Mr. Wolff said that he had received many press broadcasts from the German and English stations. He emphasized that he did not give the call letters or names of ships at any time, if they happened to be picked up.

William Weisman, vice-president of WMCA and its New York attorney, was called as the final WMCA witness. Asked by Mr. Littlepage whether he desired to comment on his affidavit responding to the Commission's show cause order, Mr. Weisman said he did not desire to change it in any way. Every statement in it "is true", he said. Mr. Fly observed that the Commission "feels" the affidavit was incomplete.

Under questioning by Mr. Dempsey, the New York attorney declared that since he had submitted the affidavit. he had acquired additional knowledge, particularly in connection with the placement of the trade paper advertising. He did not have the information at the time the affidavit was drawn, he said.

News Disclaimer

BROADCASTERS for years have used political and other types of disclaimers, but KGER, Long Beach, Cal., has a new and original one which might be called a "propaganda disclaimer." The station now prefaces its newscasts with the following: "This news broadcast has been prepared from the regular dispatches of an accredited world-wide press service (Transradio). It is entirely devoid of personal comment or individual opinion. It is as completely confined to facts and probabilities, without propaganda of any type, as the KGER News Bureau is able to make it."

THE MOST POWERFUL STATION IN PUERTO RICO
U. S. exports to Puerto Rico approximate $100,000,000 annually.
WNEL
San Juan

KFEQ
ST. JOSEPH, MO.
'The Midwest Market Station"

Cattle, Hog and Sheep Prices are Up!
Grain Prices are Up!
KFEQ blankets a rich agricultural area.

680 K. C. 2500 Watts
National Representatives
HEADLEY-REED CO.
New York Chicago
Detroit Atlanta

FACTORY PAYROLLS *Are Up!*

DOLLAR SALES *Are Up!*

NEW CAR SALES *Are Up!*

WFBL . . Syracuse

WFBL'S
Volume of Sales on Network, National Spot, and Local Programs is *Well Ahead of 1938!*

● Time available, on WFBL, the leading station in Central New York is limited! Wire or write for full information, rates, TODAY!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

AFM Seeks Right to Control Assignment of Record Rights

Impedes Recording Firms in Radio License Plan By Demanding Supervision of Artist Pacts

A NEW hurdle manufacturers of phonograph records must clear before they can issue licenses to broadcasters for use of their products on the air has been placed in their path by the American Federation of Musicians, which has notified its members that assigning their rights in these records to the recording companies will mean the immediate loss of union membership. Any assignment of these rights must be made only after approval of the AFM has been obtained, the notice states.

Attorneys for RCA, only recording company which has as yet offered licensing agreements to broadcasters, declined to comment on the AFM move until they have had time to study it further. Immediate action on their part is unnecessary, it was stated. since they have agreed with the NAB to withhold action on their licenses until Dec. 1 [BROADCASTING, Sept. 1].

Serious Handicap

However, as the court decision affirming the right of a record manufacturer to restrict or control the use of his records in broadcasting [BROADCASTING, Aug. 1] was based on the usual contract between the company and its artists in which the latter assign all their rights to the company, failure of the artists to make such assignment would seem to provide a serious handicap to the recorders in licensing stations.

Letter addressed to all locals and members of the AFM and signed by the union president, Joseph N. Weber, reads as follows:

"The attention of the Federation has again been called to the fact that various recording companies, as a result of recent court decisions, are using every effort, through contractual provisions, to have members who make records assign their property rights therein to the recording companies.

"As a result, the International Executive Board has adopted the following rule: 'Any member who assigns any property right in any recording to any recording company. or to any other party without the consent of the American Federation of Musicians, by such action gives notice to the Federation and makes effective immediately his resignation from the A. F. of M.'

"This rule is effective immediately and will be strictly enforced."

The letter was described at AFM headquarters as "purely a precautionary measure" to protect the rights of musicians engaged in the making of records. The union has long fought the increasing use of "canned music" in every form on the basis that mechanical reproductions are the musician's fiercest competition for employment and, in its contracts with the makers of electrical transcriptions, refuses to permit the employment of its members on transcriptions unless the manufacturer agrees to limit their sale to stations which employ their quotas of AFM members.

National Assn. of Performing Artists, organization of orchestra leaders and other "name" recording artists which defended Paul Whiteman in the RCA-Whiteman case and which has been studying the possibilities of an appeal of the decision favorable to RCA, declined to comment on the AFM action at this time. While AFM could be a powerful ally in NAPA's fight against the recording companies, the ban on assignment of rights "to any recording company or to any other party" might be interpreted to include NAPA as well as the recorders and NAPA may find that the AFM has taken over the control of recordings on the air, its chief function.

AFRA Officers in L. A.

FRED SHIELDS, heard on several network programs from Hollywood, was made president of Los Angeles Chapter, American Federation of Radio Artists, at the annual election held Sept. 26. He succeeds Carlton KaDell, announcer-actor, who is now in Chicago. Five vice-presidents were elected for the ensuing year. They are William Brandt, Thomas Freebairn-Smith, Homer Hall, Earl Ross, James Eakins. Lucile La Pointe was made recording secretary and Theodore Bliss, treasurer. Elected to the board of directors and representing actors are Lee Millar, Hal Berger, Bea Benaderet, Frank Nelson, and Ynez Seabury, with William Brandt, Freeman High, Raymond Clark, William Days Jr. and Henry Iblings guiding interests of singers and Richard Bailey for soundmen.

ROBERT NEWCOMB & Associates, New York, has changed its name to Newcomb-Staab and has moved offices to 535 Fifth Ave. Telephone is Vanderbilt 6-0113.

MPPA Contract Extended by NBC

Publisher Group and Network Agree on Year Continuance

FOLLOWING the conclusion to settle their differences by a friendly test suit [BROADCASTING, Sept. 15], NBC and the Music Publishers Protective Assn. have extended their contract for another year, retroactive to July 1, insuring subscribers to NBC's *Thesaurus* transcription library the continued free use of these records.

NBC's attempt to secure a lower rate from MPPA than the present $15 per number per year plus pressing charges, by which the network pays roughly $50,000 annually to MPPA members for the right to use their numbers on its recordings, delayed the renewal for several months.

Then, on Sept. 8, Harry Fox, general manager of MPPA and agent for the recording rights of the publishers, notified all stations subscribing to *Thesaurus* that further broadcasting of his clients' numbers might lead to infringement of copyright suits, as NBC was no longer licensed to use these numbers.

A week of conferences led to the decision to continue relations on the previous basis for the time being, meanwhile arranging for a court test of the rights of the publishers to exact recording fees in excess of the two cents per number set as the maximum by the Copyright Act of 1909.

Details of the suit have not yet been perfected, but it is understood that one of the Warner Bros. publishing houses will oppose NBC. Suit will probably follow the lines of the Harms-RCA case, with NBC recording a number without permission and being sued for infringement.

TELEVISION WANTS SECURITY

Must Be Permitted to Sell Time if It Is to Become Important Social Instrument

By ALFRED H. MORTON

NBC Vice-President in Charge of Television

TELEVISION, having gone through its first, purely experimental stage and entered the second phase of actual day-to-day operations, is beginning to be aware of the problems that every new industry must face. The big question is, of course, the eternal one about earning a living.

Mr. Morton

That question we hope to answer by following the pattern set by the American system of radio broadcasting. In other words. we hope to sell a portion of our time on the air for commercial purposes and thus support the entire program structure. Radio has become a spectacular success by this method, both in its public service aspects and as a private business enterprise. Television, if it is to survive and fulfill its promise of becoming a tremendously significant social instrument, must likewise be set on a secure economic foundation.

The First Dollar

It is my opinion that we cannot begin too early on a solution to television's economic problem. Television should be permitted to earn its first dollar as soon as it is able to do so. This, of course, would involve the granting of commercial television licenses by the FCC. I can see no objection to this. On the contrary, I believe it would give impetus to the growth of television and its spread over the United States.

Fortunately, television has something distinctly new to offer in return for its livelihood. No other medium has combined sight, sound and motion with a sense of immediacy. Radio has its sound and this sense of immediacy, of things being perceived at the moment they occur. Motion pictures have sight, sound and motion. But television has come along with all combined, which probably accounts for the peculiarly intimate bond between the television artist, performing in a studio. and a family group, miles distant, sitting before their television receiver. These are the elements that should make television an excellent commercial medium, opening the radio arts to new clients, and making old appeals more effective in moving the goods of American industry.

NBC has, in the course of its more than three years of experiment and actual public service operation, made exhaustive studies of the commercialization of television. It has explored the art for its practical advertising possibilities, laid preliminary plans for the keeping of statistical records and studied television's advertising psychology. It has done some work on commercial announcements and on the dramatic presentation of uses of products. NBC has gone some way, too, into the matter of package design and dozens of other aspects of commercial television.

Beyond this theoretical work, NBC has also had some little experience in commercial television. Our present experimental license does not permit us to sell the use of our facilities. But, with the cooperation of interested prospective buyers of television time, we have presented a number of what might be called "semi-commercial" shows over Station W2XBS. Women's fashions have been the most numerous items in this category, but there have also been presentations in the interests of tobacco. air travel, foods and public utilities. No one who witnessed the doubleheader telecast by NBC from the Brooklyn Dodgers' home field will forget Red Barber's pioneer commercials for Ivory Soap, Wheaties and Socony-Vacuum products. Neither are they likely to forget the signs at Ebbets Field that gave other advertisers what might be called a free ride.

These isolated experiences, however, are not enough. At best, they are only sporadic adventures in the commercialization of television. And since television will probably follow the precedent established by radio broadcasting, I believe that television should be allowed to conform to that pattern as soon as possible.

Television should be permitted to grow up as a balanced service, with both commercial and sustaining programs. It is highly probable that the new art will have developed an effective sales appeal for certain lines of merchandise long before its circulation warrants the buying of time by many of our major advertisers. We, and those who will participate with us in the building of American television, should, therefore, be given the opportunity of whatever experience we can gain in building and telecasting commercials that will fit naturally into the style of the new art. If we delay too long, we may find ourselves trying the patience of our audience by attempting to graft ill-fitting commercials onto an art already fairly advanced in its presentation of educational and entertainment material.

Our next big task will be to try television on the commercial proving ground. It would be highly beneficial if we were permitted to begin.

Canada War No Handicap To Sponsors, Says Weed

NO DETRIMENTAL factors to American advertisers using Canadian radio have set in as a result of the state of war that exists between the Dominion and Germany, according to Joseph J. Weed, president of Weed & Co., American sales representatives for 24 Canadian stations.

"As a matter of fact," Mr. Weed pointed out, "a number of distinct trade advantages to American advertisers are apparent. Time costs are lower to American firms due to the drop in the Canadian dollar. Also, a wave of prosperity is evident due to soaring wheat prices at a time when Canada has a huge surplus supply at hand. This is indicative of a general industry boom which spells for increased buying power."

Local Loan Programs

LOCAL LOAN Co., Chicago (personal loans), has started a six-weekly quarter-hour musical period on WMCA, New York; six-weekly quarter-hour news program on WHN, New York; has extended its quarter-hour news period with Pat Flanagan on WBBM, Chicago, from three to six weekly. The contracts are for 52 weeks. George H. Hartman Co., Chicago, is agency.

Hunting Season Spots

PETERS CARTRIDGE Division of Remington Arms Co., Bridgeport, Conn., is using three spot announcements weekly on KSL, Salt Lake City, during the peak of the hunting season in that section. Spots started Sept. 16 and mark the first time the company has used radio except for a few spots in Alaska. Ralph H. Jones Co., New York, is the agency.

ALL Twin Cities radio stations have combined to provide full coverage of Minneapolis' Century Celebration Oct. 2 to 7 under the direction of Michael J. Fadell, radio chairman. A station committee has been appointed comprising Earl Gammons and John McCormick, WCCO; Stanley E. Hubbard and Joe Meyers, KSTP; C. T. Hagenah and Robert DeHaven, WTCN; E. I. Hoffman and F. M. Devaney, WMIN; Dr. George Young and Walter Stone, WDGY.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

EVERYONE PLEASED
WTOL Finds Way to Handle Civic Controversy

A NEW WAY to handle controversial civic questions was tried by WTOL, Toledo, recently when groups for and against passage of a city relief levy in a special election were demanding time on the station. Station officials worked out this plan:

The station prepared limited scripts for each side, gave each a studio at the same time and flipped a coin to see which side would speak first. Program was controlled from a third studio, the speakers and announcers taking their cues from the production man. An announcer was with each speakers group and speakers were cut so only the production man and standby announcer knew what was going on.

Listeners were informed how the broadcast was being conducted. The speakers were alternated and at the conclusion both sides were satisfied.

WHDH Appeals Grant Of New Salem Station

AN APPEAL from the FCC decision authorizing a new 100-watt station at Salem, Mass., on 1200 kc. with unlimited time, was filed in the Court of Appeals for the District of Columbia Sept. 26 by Mabel Walker Willebrandt, former Assistant Attorney General, on behalf of WHDH, Boston. The appeal recited that WHDH had notified the FCC last May that it was an interested party in the application, which had been designated for hearing. On July 21 without acting on this notice, the FCC rescinded the hearing and granted the application without hearing, it was charged. Subsequent petition for rehearing filed by WHDH was denied Sept. 6.

Mrs. Willebrandt held that the Commission erred in not considering that WHDH serves the same territory as the authorized new station and that the anticipated competition "will necessarily result in a severe loss of operating revenue" and impair WHDH service. The station complained also that the FCC erred in not first giving consideration to the WHDH application for full-time operation in lieu of its present limited-time assignment on the 830 kc. channel.

Conventions Approved

PROCLAMATIONS promulgating two radio conventions to which the United States is a party were signed Sept. 18 by President Roosevelt, following ratification by the Senate at the last session. One was the Regional Radio Convention for Central America, Panama and the Canal Zone, agreed to on Dec. 8, 1938 and ratified by the Senate July 21, 1939. It is designed to afford more effective broadcasting facilities for Central America, Panama and the Canal Zone. The second compact constituted revision of the general radio regulations annexed to the International Telecommunications Convention of the 1932 Madrid Conference as revised at the Cairo Conference last year. The Senate ratified the revisions on July 21.

THE second Inter-American Radio Conference, with delegates from the United States and all the Americas, is scheduled to be held in Santiago, Chile, Jan. 17-23.

Western Electric
EQUIPPED FOR
BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSGN
Arizona
KGLU
KTAR
KWJB
Arkansas
KTHS
KUOA
California
KDB
KDON
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KYOS
29

Colorado
KFKA
KLZ
KVOR
Conn.
WDRC
WICC
WTHT
D. of Col.
WJSV
WMAL
WOL
Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WJNO
WKAT
WRUF
WSUN
Georgia
WATL
WMAZ
WRBL
WSB
Idaho
KFXD
KSEI
Illinois
WCBD
WHFC
55

WMBD
WMBI
Indiana
WHIP
WIND
WWAE
Iowa
KFJB
KFNF
Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBW
Kentucky
WHAS
WLAP
W9XWT
Louisiana
KALB
WBNO
WDSU
WJBO
WSMB
Maine
WGAN
WLBZ
Maryland
WBAL
WJEJ
81

Mass.
WAAB
WBRK
WEEI
WHDH
W1XER
WLLH
WMAS
WNAC
WSAR
Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ
W8XWJ
Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN
Missouri
KFRU
KFUO
KMBC
KMOX
KWK
110

WDAF
WHB
WIL
WMBH
Montana
KFBB
Nebraska
WOW
New Hamp.
WFEA
New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ
New York
WABC
WBBR
WBIL
WBNX
WCNY
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
138

WNYC
WOR
WOV
No. Car.
WAIR
WCNC
WDNC
WRAL
WSTP
N. Dakota
KDLR
KRMC
Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL
W8XNT
Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO
Oregon
KOAC
168

Penn.
KQV
WBAX
WFBG
WHAT
WIBG
WJAS
WKOK
WKST
WPIC
WSAN
Rhode Is.
WEAN
WJAR
WPRO
So. Car.
WAIM
WCSC
WIS
S. Dakota
KABR
WNAX
Tennessee
WLAC
WNOX
WROL
Texas
KABC
KCMC
KFDM
KGNC
KMAC
194

KPAB
KRIC
KRLD
KTAT
KTSA
WRR
Utah
KSL
Virginia
WBBL
WFVA
WRNL
WRVA
Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KPQ
KRKO
KVI
KXRO
W. Virginia
WMMN
WSAZ
Wisconsin
KFIZ
WCLO
WKBH
WTMJ

Total: 223

TO SPONSORS: When you're picking stations for your programs, here's something worth remembering.

More stations use Western Electric than any other make of equipment—and they didn't buy on *price* alone. They felt their clients and listeners deserved equipment backed by 57 years of leadership in the field of sound-transmission. They bought Western Electric for *quality*.

You can count on the more than 200 stations listed above to put your show on the air at its best.

Distributed by GraybaR

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

NRR Is Compiling Time Sales Report

Sample Data Will Be Offered Similar to Other Media

FIRST REPORT covering national, regional and local radio advertising prepared by National Radio Records, New York, will be issued early in October as a sample covering the period from July 1-31, 1939. If the advance sample proves successful, regular monthly reports will be furnished as a service for radio similar to the media reports furnished to printed publications by Media Records and Publishers Information Bureau.

Information for the sample report was supplied National Radio Records by the three major networks and from the following 14 stations covering major New York markets: WABC WEAF WJZ WOR WMCA WQXR WHN WINS WAAT WOV WBIL WLTH WEVD and WFAS. Report is divided into two sections, one for network advertising and the other for New York City spot advertising, both preceded by indices listing advertisers and products alphabetically and showing individual expenditures of each company.

Method of Compilation

These cost figures were computed by multiplying the one-time gross rate by the number of broadcasts during the month, according to N. Charles Rorabaugh, director of the organization, while the system of classification, using the four major groups—retail, general, automotive and financial—has been adopted from that used by Media Records, with that company's sanction.

The section on network advertising for the sample period of July, 1939, lists the company, total expenditure, followed by a complete story on the program used, including the agency, type of program, network, time of broadcast, and list of stations by sections of the country. The same applies for the section on New York City spot advertising, with list of stations, and additional information as to whether or not the spots were participating.

Magazine to Extend

CANDID EYE Magazine, Philadelphia, on Nov. 1 starts a varying schedule of participations, five-minute strips and announcements on WSM WWVA WFEQ-KFYR KFAB KGLO WHBL KMA KSL. The list will be expanded considerably during the fall months, according to Roy E. Dodge, radio director of Albert Kircher Co. Chicago agency handling the account.

New Shepard Rate Cards

RATE CARDS No. 5 of the Yankee Network, No. 11 of WNAC, Boston, its key station, and No. 5 of Colonial Network have been issued by John Shepard 3d, to become effective Oct. 1. The Yankee rate card incorporates increases for WNAC, WTIC, Hartford, and WTAG, Worcester, while WFEA, Manchester, N. H., reduces its national rate. The Colonial rate card incorporates new stations WCOU, Lewiston, Me., and WSYB, Rutland, Vt. All present clients will be protected at the old rates for one year, and contracts signed to start on or before Oct. 14 will earn the old rates.

WKY'S MOBILE unit wasn't mobile but the Brahma bull was when this unusual shot was taken Sept. 16 as the Oklahoma City station covered the Woodward (Okla.) Rodeo. John Shafer, special eventer, handled the mike (inside the truck) while Ben Bezoff daredevilled the camera. Both got beautiful shots. When WKY Manager Gayle Grubb sent the men on the assignment, he had instructed: "Whenever and Wherever there's action, see that WKY is in the middle of it." It was.

Network Accounts

All time EST unless otherwise indicated.

New Business

CONSOLIDATED DRUG Co., Chicago, on Oct. 16 starts one-hour show on 10 Texas State Network stations (KRBC KBST KGKL KTEM KNOW WACO KABC KFDA KFYO KFJZ). 52 weeks, Mon. thru Sat., 7-8 a. m.

GULF BREWING Co., Houston (Grand Prize Beer) on Sept. 1 started *Inside of Sports* on 11 Texas State Network stations, 18 weeks, Fri., Sat., 7-7:15 p. m. Agency: Rogers-Gano Adv. Agency, Houston.

SOUTHERN STATES FOODS, Dallas (Blue Bonnet Margarine), on August 31 started *Blue Bonnet Time* on 20 Texas State Network stations, once a week for 5 weeks. Agency: Gandy Adv. Agency, Dallas.

DI-FUNCTION Co., Fort Worth, on Sept. 24 starts five-minute newscasts on 12 Texas State Network stations once a week 13 weeks. Agency: Hi Johnson, Fort Worth.

LYDIA E. PINKHAM MEDICAL Co., Lynn, Mass. (Vegetable Compound), on Sept. 25 starts *Voice of Experience* on 24 Texas State Network stations, thrice weekly for 52 weeks, 12:45-1 p. m. Agency: Erwin Wasey & Co., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on Sept. 25 started *Raymond Gram Swing* on 3 MBS stations, Mon. and Fri., 10-10:15 p. m. Agency: J. Walter Thompson Co., N. Y.

COLUMBIA RECORDING Corp., Bridgeport (records), on Sept. 29 started *Young Man With a Band* on 30 CBS stations, Fri., 10:30-11 p.m. Agency: Ward Wheelock, Phila.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 15 resumes *Dog Heroes* on 13 NBC-Blue Stations, Thurs., 5-5:15 p. m. Agency: Clements Co., Phila.

BRISTOL-MYERS Co., New York, (Ipana toothpaste), on Oct. 2 starts *Life of Mary Sothern* five times weekly show on WGN, Chicago. The 13-week contract was placed through Pedlar & Ryan, New York.

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond Cream), on Oct. 4 starts *Burns & Allen* on 52 CBS stations, Wed., 8:30-9 p. m. (repeat at 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

UNDERWOOD-ELLIOTT-FISHER, Toronto (office equipment) on Oct. 15 starts piano recitals by Ernest Seitz, on three-station network of CBL, Toronto; CBO, Ottawa; CFCF, Montreal. Agency: J. J. Gibbons Ltd., Toronto.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (corn syrup) on Nov. 4 starts sportscasts on Ontario network; CBO, Ottawa; CFRC, Kingston; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CJIC, Sault Ste. Marie; CFCO, Chatham; CFPL, London; CKOC, Hamilton; CJCS, Stratford; CKNX, Wingham; CKCR, Kitchener; CKPC, Brantford. Agency: McConnell Eastman & Co., Toronto.

GENERAL MILLS, San Francisco (Wheaties) on Sept. 25 started *Jack Armstrong* on 19 Mutual-Don Lee stations, Mon. thru Fri., 5:30-5:45 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 25 resumed *Jack Armstrong* on 16 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PENNZOIL Co., Los Angeles on Oct 4 starts for 7 broadcasts only, *News by Norman Nesbitt* on 32 Mutual-Don Lee Pacific Coast stations. Five-minute programs will precede broadcasts of World Series baseball games. Agency: Mayers Co., Los Angeles.

SPERRY FLOUR Co., San Francisco (pancake flour), on Oct. 9 starts for 52 weeks, *My Children*, dramatic series, on 8 CBS Pacific Coast stations (KSFO KNX KARN KOIN KVI KIRO KFPY KSL), Mon. thru Fri., 8:45-9 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

STEPHANO BROS., Philadelphia (Marvel cigarettes), on Sept. 26 started for 52 weeks, *Sports Mirror*, on 7 CBS Pacific Coast stations (KNX KSFO KARN KOIN KVI KIRO KFPY), Tues., Thurs., Sat., 7:30-7:45 p. m. (PST). Agency: Aitken-Kynett Co., Philadelphia.

VICK CHEMICAL Co., Greensboro, N. C. (cough drops, nose drops), on Oct. 4 starts *Beyond Reasonable Doubt* on 7 NBC-Pacific Blue stations, Wed., Thurs. and Sat., 6-6:15 p. m. (PST). Agency: Morse International, N. Y.

HARTZ MOUNTAIN PRODUCTS Co., New York (birdseed), on Sept. 24 started musical program on 5 MBS stations, Sun., 3:30-3:45 p.m. Agency: George H. Hartman, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on Oct. 9 starts *Ellen Randolph* on 49 split NBC-Red and Blue stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis (Korn Kix), on Oct 23 starts *Billy & Betty* on 13 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. (rebroadcast, 6-6:15 p. m.). Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

ROYAL Canadian Tobacco Co., Toronto, on Oct. 1 renews *Ken Soble's Amateur Hour* on CKCL, Toronto; CFRB, Toronto; CKCO, Ottawa; CFRC, Kingston, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CHML, Hamilton; CKAC, Montreal; CFCF, Montreal; CJIC, Sault Ste. Marie, Ont. Agency: Metropolitan Broadcasting Service, Toronto.

A. S. BOYLE Co., New York (Old English Floor Wax), on Sept. 25 renewed *John's Other Wife* and added 33 NBC-Red stations making a total of 54 NBC-Red, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache pills), on Sept. 25 renewed *Just Plain Bill* and added 33 NBC-Red stations making a total of 54 NBC-Red, Mon. Tues., Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Oct. 2 renews *Blondie* on 93 CBS stations, Mon. 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

WM. WRIGLEY Jr. Co., Toronto, (chewing gum) renewed on Sept. 26, the weekly network *Treasure Trail* in English on CFRB, Toronto; CFCO, Chatham, Ont.; CKCO, Ottawa; CFCF, Montreal; and in French on CKAC, Montreal, and CHRC, Quebec. Agency: Tandy Adv. Agency Ltd., Toronto.

EUCLID CANDY Co., San Francisco, has renewed *Euclid Ballot Box* on 3 CBS stations in California, Mon. 8:45 to 9 p. m. (PST). Agency: Sidney Garfinkel, San Francisco.

PACIFIC GREYHOUND LINES, San Francisco (bus travel) on Sept 3 renewed for 52 weeks *Romance of the Highways* on 21 Mutual-Don Lee network stations in California and Oregon and 3 stations of the Arizona network, Sun., 10:15-10:30 a. m. (PST). Agency: Beaumont & Hohman, San Francisco.

RELIABLE FLOUR Co., Boston (flour), has renewed participation in *Gretchen McMullen* hour on 18 Yankee Network stations, starting Aug. 22 and ending Feb. 13, 1940. Bennett, Snow & Walther, Boston, handles the account.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia and creams), on Oct. 23 renews *Stella Dallas* on 46 NBC-Red stations, Mon. through Fri., 4:15-4:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Oct. 23 renews *Backstage Wife* on 35 NBC-Red stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool-Raleigh cigarettes), on Sept. 27 replaced *Tommy Dorsey* with *Red Skelton* on 45 NBC-Red stations, Tues., 8:30-9 p. m. Agency: BBDO, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 8 adds 12 NBC-Red stations to *Johnny Presents* making a total of 82 NBC-Red, Tues., 8-8:30 p. m. Also adds 22 CBS to *Johnny Presents* making a total of 77 CBS, Fri., 8:30-9 p. m. Agency: Biow Co., N. Y.

GENERAL FOODS Corp., New York (Jell-O), on Oct. 3 shifts *The Aldrich Family* on NBC-Red, Sun., 7:30-8 p. m. to 60 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinati (Ivory soap), on Oct. 16 replaces *The O'Neills* with *Against the Storm* on 38 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: Compton Adv., N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 25 shifts *Quicksilver* from 29 NBC-Red stations, Tues., 7:15-7:30 p. m. to 56 NBC-Blue stations, Wed., 8:30-9 p. m. (reb., 11:30-12 midnight). Agency: H. W. Kastor & Sons, Chicago.

BRISTOL-MYERS Co., New York (Vitalis), on Oct. 6 shifts *George Jessel's Celebrity* program from 53 NBC-Red, Wed., 9:30-10 p. m. to 51 NBC-Red, Fri., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Cashmere Bouquet products, Halo) on Oct. 21 adds 12 CBS stations and 29 CBC stations to *Wayne King and His Orchestra* making a total of 92 CBS stations, Sat., 8:30-9 p. m.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on Sept. 25 shifted *Kitty Keene* on 13 NBC-Red stations, Mon. thru Fri., from 11:45 a. m.-12 noon to 5:30-5:45 p. m.

R. L. WATKINS Co., New York (Dr. Lyons tooth powder), on Sept. 25 shifted *Orphans of Divorce* on 34 NBC-Blue, Mon. 7-7:30 p. m. to 43 NBC-Blue, Mon. thru Fri., 3-3:15 p. m.

PROCTER & GAMBLE Co., Cincinnati (Crisco, P&G soap), on Oct. 16 replaces *Vic & Sadie* with *The Right to Happiness* on 24 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m.

CORN PRODUCTS SALES Co., New York (Kre-mel chocolate syrup), on Oct. 9 adds 8 CBS stations to *Society Girl* making a total of 44 CBS stations, Mon. thru Fri., 3:15-3:30 p. m.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Cue dentrifice), on Oct. 21 adds 12 CBS stations to *Gang Busters* making a total of 63 CBS stations, Sat., 8-8:30 p. m. (reb. 11:30-12 midnight).

CAMPBELL SOUP Co., Camden, on Sept. 24 added CBC stations to rebroadcast of *Campbell Playhouse* on 36 CBS stations, Sun., 10-11 p. m. (early broadcast, 8-9 p. m. on 35 CBS). Agency: Ward Wheelock, Philadelphia.

COLGATE - PALMOLIVE - PEET Co., Jersey City (shaving and dental cream), on Oct. 5 shifts rebroadcast for *Ask-It-Basket* and *Strange as It Seems* on 64 CBS stations Thurs. from 12 midnight-1 a. m. to 11:30-12:30 p. m. Early broadcast continues 8-9 p. m.

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast), on Sept. 24 added 3 MBS stations (WKRC, WRVA, KFEL) to *Original Goodwill Hour* making a total of 64 MBS and 28 TSN stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 26 shifted *Pot O' Gold* on 76 NBC-Red stations from Mon., 9:30-10 p. m. to Tues., 8:30-9 p. m. Agency: H. W. Kastor & Sons, Chicago.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 8 shifts *Breezing Along* from MBS to 43 NBC-Blue stations, Wed., 8-8:30 p. m.

QUAKER OATS Co., Chicago, on Oct. 2 adds 29 CBC stations to the 61 NBC-Red *Quaker Party*, Mon., 7-7:30 p. m. (CST).

ALFRED DUNHILL Co., New York (cigarettes), on Oct. 11 shifts *Name Three* on 4 MBS stations from Wed., 8-8:30 p. m. to Sat., 8-8:30 p. m.

PROGRAM TICKETS IN DEMAND AT CBS

TRANSITION of radio from an auditory medium alone to an important visual attraction is clearly revealed in the figures released by CBS, showing that in 1934 some 75,000 persons witnessed its programs during the entire year as compared to the total through August of this year of 1,123,619. Despite its present three radio theaters, CBS reports the demand for tickets to broadcasts far in excess of supply.

CBS' first radio theater in New York was opened in February, 1934 with a seating capacity of 1,026. The second CBS theater was also opened that year because of the increasing audience, and by 1935 some 639,000 had attended the network's broadcasts in the two theaters. In 1936, the Manhattan Theater was opened seating 1,225, still the network's largest theater, with figures rising by the end of the year to 791,687. Final figure for 1937 was 884,648; for 1938, 950,645, and for March alone of that year 108,775 persons received tickets or over 25% more than the number for the entire year of 1934.

So far this year, figures are running 20,000 ahead of last year and the network estimates that in New York City alone the total will exceed 1,000,000. Much of this increase, CBS feels, is due to the New York World's Fair, although the rising figures indicate that, with or without the Fair, the audience figures would show the same increase. Hollywood attendance was not noted until the fall of 1937 when 183,723 visitors attended the broadcasts. This year, 428,524 persons have been counted, and because of the demand, permits have been asked to build two new auditoriums on the West Coast, both seating 400 each. By 1940, therefore, CBS estimates that two million people will see its broadcasts on both east and west coasts.

Pinex Using 66

PINEX Co., Fort Wayne, Ind., on Oct. 1 starts a five weekly quarter-hour news program on WHN, New York. Hal Makelim, head of WHN Chicago office handled the deal. The firm will soon start a campaign on 65 stations. Russell M. Seeds Co., Chicago, handles the account.

WSYR

Lowest Cost per Listener!

NBC RED AND BLUE

Tops in

SYRACUSE

P & G's New Serial

PROCTER & GAMBLE Co., Cincinnati, starts a new program for Ivory Soap on Oct. 16 in the afternoon period five times weekly now occupied by *The O'Neills* on NBC-Red. Program, written by Sandra Michael, brings the total time on NBC sponsored by Procter and Gamble to 20 quarter-hours weekly on the Blue and 60 quarter-hours weekly on the Red. Compton Adv., New York, handles the Ivory account.

LONE STAR CHAIN LANDS 4 SPONSORS

FORMED as a cooperative of six Texas stations, the new Lone Star Chain got under way Sept. 26 with four commercial accounts, according to Harold Hough, general manager of KGKO, Fort Worth, headquarters of the regional network. The accounts are Willard Hats, placed by the Grant Agency, Dallas; Bewley Mills, through Cy Leland Agency, Fort Worth; Bowen Bus Lines, direct; Humble Oil Co., through Franke - Wilkinson - Schiwetz, Houston. Mr. Hough added that time reservations have been made for two other State accounts, which will be announced shortly.

The network comprises KGKO; KGNC, Amarillo; KRGV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Its management is in the hands of an operating committee of three headed by Mr. Hough. The others are Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV.

N. Y. Grid Change

GENERAL MILLS, Minneapolis, is sponsoring three games of the New York Football Giants of the National Professional League on WABC, for Wheaties, because of previous commitment to broadcast the Brooklyn Dodgers football games and the World Series by WOR, Newark, originally scheduled to carry the Giants' games. The first game, the Giants vs. the Philadelphia Eagles, was heard Sept. 24 on WABC, and on Oct. 1 and Oct. 8 the station carries the Giant games against the Washington Redskins and the Pittsburgh Pirates, respectively, instead of WOR, which will start scheduled broadcasts of the games on Oct. 15. Knox-Reeves, New York, is agent.

WCBS

SPRINGFIELD • ILLINOIS

CHICAGO
SPRINGFIELD
ST. LOUIS

CENTRAL ILLINOIS COVERAGE

ASSOCIATED WITH ILLINOIS STATE JOURNAL

SEARS & AYER, INC • NATIONAL REPRESENTATIVES

Truly Yours

FOR MORE SALES

From Sept. 1st, 1938 to Sept. 1st, 1939, KFBB received mail from the following percentages of Radio Homes in eight of the largest counties in its primary area:

CASCADE	62.9%
PONDERA	94.2%
TETON	93.7%
HILL	39.6%
GLACIER	55.1%
CHOTEAU	59.8%
TOOLE	55.3%
LIBERTY	68.3%

KFBB

GREAT FALLS MONTANA

NRR Is Compiling Time Sales Report

Sample Data Will Be Offered Similar to Other Media

FIRST REPORT covering national, regional and local radio advertising prepared by National Radio Records, New York, will be issued early in October as a sample covering the period from July 1-31, 1939. If the advance sample proves successful, regular monthly reports will be furnished as a service for radio similar to the media reports furnished to printed publications by Media Records and Publishers Information Bureau.

Information for the sample report was supplied National Radio Records by the three major networks and from the following 14 stations covering major New York markets: WABC WEAF WJZ WOR WMCA WQXR WHN WINS WAAT WOV WBIL WLTH WEVD and WFAS. Report is divided into two sections, one for network advertising and the other for New York City spot advertising, both preceded by indices listing advertisers and products alphabetically and showing individual expenditures of each company.

Method of Compilation

These cost figures were computed by multiplying the one-time gross rate by the number of broadcasts during the month, according to N. Charles Rorabaugh, director of the organization, while the system of classification, using the four major groups—retail, general, automotive and financial—has been adopted from that used by Media Records, with that company's sanction.

The section on network advertising for the sample period of July, 1939, lists the company, total expenditure, followed by a complete story on the program used, including the agency, type of program, network, time of broadcast, and list of stations by sections of the country. The same applies for the section on New York City spot advertising, with list of stations, and additional information as to whether or not the spots were participating.

Magazine to Extend

CANDID EYE Magazine, Philadelphia, on Nov. 1 starts a varying schedule of participations, five-minute strips and announcements on WSM WWVA WFEQ-KFYR KFAB KGLO WHBL KMA KSL. The list will be expanded considerably during the fall months, according to Roy E. Dodge, radio director of Albert Kircher Co. Chicago agency handling the account.

New Shepard Rate Cards

RATE CARDS No. 5 of the Yankee Network, No. 11 of WNAC, Boston, its key station, and No. 5 of Colonial Network have been issued by John Shepard 3d, to become effective Oct. 1. The Yankee rate card incorporates increases for WNAC, WTIC, Hartford, and WTAG, Worcester, while WFEA, Manchester, N. H., reduces its national rate. The Colonial rate card incorporates new stations WCOU, Lewiston, Me., and WSYB, Rutland, Vt. All present clients will be protected at the old rates for one year, and contracts signed to start on or before Oct. 14 will earn the old rates.

WKY'S MOBILE unit wasn't mobile but the Brahma bull was when this unusual shot was taken Sept. 16 as the Oklahoma City station covered the Woodward (Okla.) Rodeo. John Shafer, special eventer, handled the mike (inside the truck) while Ben Bezoff daredevilled the camera. Both got beautiful shots. When WKY Manager Gayle Grubb sent the men on the assignment, he had instructed: "Whenever and Wherever there's action, see that WKY is in the middle of it." It was.

Network Accounts

All time EST unless otherwise indicated.

New Business

CONSOLIDATED DRUG Co., Chicago, on Oct. 16 starts one-hour show on 10 Texas State Network stations (KRBC KBST KGKL KTEM KNOW WACO KABC KFDA KFYO KFJZ), 52 weeks, Mon. thru Sat., 7-8 a. m.

GULF BREWING Co., Houston (Grand Prize Beer) on Sept. 1 started *Inside of Sports* on 11 Texas State Network stations, 18 weeks, Fri., Sat., 7-7:15 p. m. Agency: Rogers-Gano Adv. Agency, Houston.

SOUTHERN STATES FOODS, Dallas (Blue Bonnet Margarine), on August 31 started *Blue Bonnet Time* on 20 Texas State Network stations, once a week for 5 weeks. Agency: Gandy Adv. Agency, Dallas.

DI-FUNCTION Co., Fort Worth, on Sept. 24 starts five-minute newscasts on 12 Texas State Network stations once a week 13 weeks. Agency: Hi Johnson, Fort Worth.

LYDIA E. PINKHAM MEDICAL Co., Lynn, Mass. (Vegetable Compound), on Sept. 25 starts *Voice of Experience* on 24 Texas State Network stations, thrice weekly for 52 weeks, 12:45-1 p. m. Agency: Erwin Wasey & Co., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on Sept. 25 started *Raymond Gram Swing* on 3 MBS stations, Mon. and Fri., 10-10:15 p. m. Agency: J. Walter Thompson Co., N. Y.

COLUMBIA RECORDING Corp., Bridgeport (records), on Sept. 29 started *Young Man With a Band* on 30 CBS stations, Fri., 10:30-11 p.m. Agency: Ward Wheelock, Phila.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 15 resumes *Dog Heroes* on 13 NBC-Blue Stations, Thurs., 5-5:15 p. m. Agency: Clements Co., Phila.

BRISTOL-MYERS Co., New York, (Ipana toothpaste), on Oct. 2 starts *Life of Mary Sothern* five times weekly show on WGN, Chicago. The 13-week contract was placed through Pedlar & Ryan, New York.

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond Cream), on Oct. 4 starts *Burns & Allen* on 52 CBS stations, Wed., 8:30-9 p. m. (repeat at 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

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PROCTER & GAMBLE Co., Cincinnati (Crisco, P & G soap), on Oct. 16 replaces *Vic & Sadie* with *The Right to Happiness* on 24 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m.

CORN PRODUCTS SALES Co., New York (Kre-mel chocolate syrup), on Oct. 9 adds 8 CBS stations to *Society Girl* making a total of 44 CBS stations, Mon. thru Fri., 3:15-3:30 p. m.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Cue dentrifice), on Oct. 21 adds 12 CBS stations to *Gang Busters* making a total of 63 CBS stations, Sat., 8-8:30 p. m. (reb. 11:30-12 midnight).

CAMPBELL SOUP Co., Camden, on Sept. 24 added CBC stations to rebroadcast of *Campbell Playhouse* on 36 CBS stations, Sun., 10-11 p. m. (early broadcast, 8-9 p. m. on 35 CBS). Agency: Ward Wheelock, Philadelphia.

COLGATE - PALMOLIVE - PEET Co., Jersey City (shaving and dental cream), on Oct. 5 shifts rebroadcast for *Ask-It-Basket* and *Strange as It Seems* on 64 CBS stations Thurs. from 12 midnight-1 a. m. to 11:30-12:30 p. m. Early broadcast continues 8-9 p. m.

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast), on Sept. 24 added 3 MBS stations (WKRC, WRVA, KFEL) to *Original Goodwill Hour* making a total of 64 MBS and 28 TSN stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 26 shifted *Pot O' Gold* on 76 NBC-Red stations from Mon., 9:30-10 p. m. to Tues., 8:30-9 p. m. Agency: H. W. Kastor & Sons, Chicago.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 8 shifts *Breezing Along* from MBS to 43 NBC-Blue stations, Wed., 8-8:30 p. m.

QUAKER OATS Co., Chicago, on Oct. 2 adds 29 CBC stations to the 61 NBC-Red *Quaker Party*, Mon., 7-7:30 p. m. (CST).

ALFRED DUNHILL Co., New York (cigarettes), on Oct. 11 shifts *Name Three* on 4 MBS stations from Wed., 8-8:30 p. m. to Sat., 8-8:30 p. m.

PROGRAM TICKETS IN DEMAND AT CBS

TRANSITION of radio from an auditory medium alone to an important visual attraction is clearly revealed in the figures released by CBS, showing that in 1934 some 75,000 persons witnessed its programs during the entire year as compared to the total through August of this year of 1,123,619. Despite its present three radio theaters, CBS reports the demand for tickets to broadcasts far in excess of supply.

CBS' first radio theater in New York was opened in February, 1934 with a seating capacity of 1,026. The second CBS theater was also opened that year because of the increasing audience, and by 1935 some 639,000 had attended the network's broadcasts in the two theaters. In 1936, the Manhattan Theater was opened seating 1,225, still the network's largest theater, with figures rising by the end of the year to 791,687. Final figure for 1937 was 884,648; for 1938, 950,645, and for March alone of that year 108,775 persons received tickets or over 25% more than the number for the entire year of 1934.

So far this year, figures are running 20,000 ahead of last year and the network estimates that in New York City alone the total will exceed 1,000,000. Much of this increase, CBS feels, is due to the New York World's Fair, although the rising figures indicate that, with or without the Fair, the audience figures would show the same increase. Hollywood attendance was not noted until the fall of 1937 when 183,723 visitors attended the broadcasts. This year, 428,524 persons have been counted, and because of the demand, permits have been asked to build two new auditoriums on the West Coast, both seating 400 each. By 1940, therefore, CBS estimates that two million people will see its broadcasts on both east and west coasts.

Pinex Using 66

PINEX Co., Fort Wayne, Ind., on Oct. 1 starts a five weekly quarter-hour news program on WHN. New York. Hal Makelim, head of WHN Chicago office handled the deal. The firm will soon start a campaign on 65 stations. Russell M. Seeds Co., Chicago, handles the account.

WSYR

Lowest Cost per Listener!

NBC RED AND BLUE

Tops in

SYRACUSE

P & G's New Serial

PROCTER & GAMBLE Co., Cincinnati, starts a new program for Ivory Soap on Oct. 16 in the afternoon period five times weekly now occupied by *The O'Neills* on NBC-Red. Program, written by Sandra Michael, brings the total time on NBC sponsored by Procter and Gamble to 20 quarter-hours weekly on the Blue and 60 quarter-hours weekly on the Red. Compton Adv., New York, handles the Ivory account.

LONE STAR CHAIN LANDS 4 SPONSORS

FORMED as a cooperative of six Texas stations, the new Lone Star Chain got under way Sept. 26 with four commercial accounts, according to Harold Hough, general manager of KGKO, Fort Worth, headquarters of the regional network. The accounts are Willard Hats, placed by the Grant Agency, Dallas; Bewley Mills, through Cy Leland Agency, Fort Worth; Bowen Bus Lines, direct; Humble Oil Co., through Franke - Wilkinson - Schiwetz, Houston. Mr. Hough added that time reservations have been made for two other State accounts, which will be announced shortly.

The network comprises KGKO; KGNC, Amarillo; KRGV. Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Its management is in the hands of an operating committee of three headed by Mr. Hough. The others are Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV.

N. Y. Grid Change

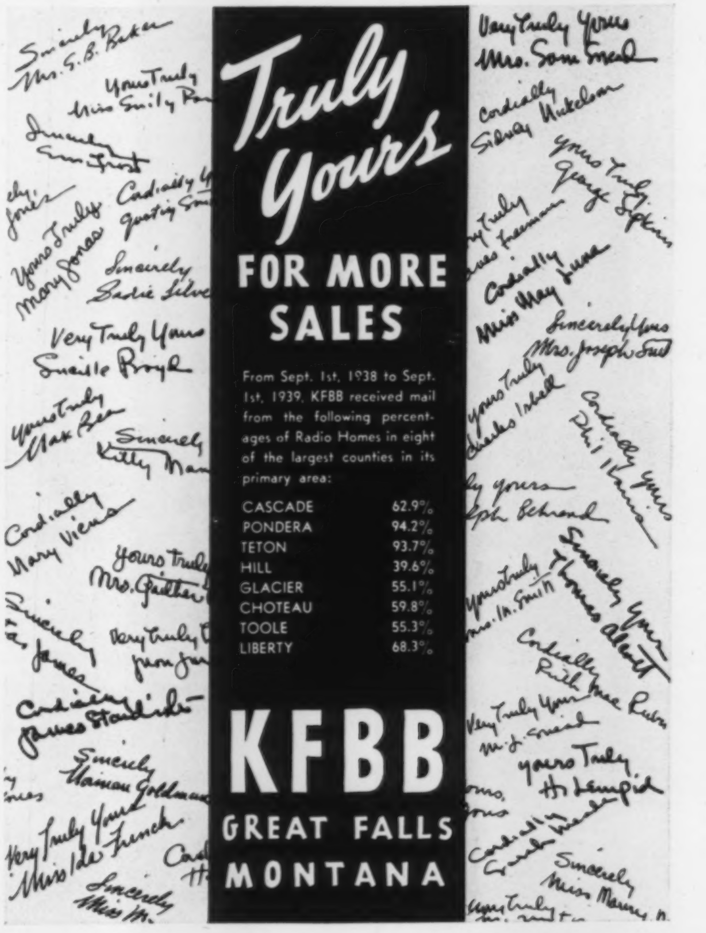
GENERAL MILLS, Minneapolis, is sponsoring three games of the New York Football Giants of the National Professional League on WABC, for Wheaties, because of previous commitment to broadcast the Brooklyn Dodgers football games and the World Series by WOR, Newark, originally scheduled to carry the Giants' games. The first game, the Giants vs. the Philadelphia Eagles, was heard Sept. 24 on WABC, and on Oct. 1 and Oct. 8 the station carries the Giant games against the Washington Redskins and the Pittsburgh Pirates, respectively, instead of WOR, which will start scheduled broadcasts of the games on Oct. 15. Knox-Reeves, New York, is agent.

WCBS
SPRINGFIELD • ILLINOIS

CHICAGO
SPRINGFIELD
ST. LOUIS

CENTRAL ILLINOIS COVERAGE

ASSOCIATED WITH ILLINOIS STATE JOURNAL
SEARS & AYER, INC • NATIONAL REPRESENTATIVES



Truly Yours

FOR MORE SALES

From Sept. 1st, 1938 to Sept. 1st, 1939, KFBB received mail from the following percentages of Radio Homes in eight of the largest counties in its primary area:

CASCADE 62.9%
PONDERA 94.2%
TETON 93.7%
HILL 39.6%
GLACIER 55.1%
CHOTEAU 59.8%
TOOLE 55.3%
LIBERTY 68.3%

KFBB
GREAT FALLS
MONTANA

LUCKY FRACTURE
Broken Skull Brings Renewal To Syracuse Twins

A FRACTURED SKULL proved a lucky accident for the Netherland Twins, nine-year old sister and brother team on *Mother's Morning Meeting*, sponsored daily by the Netherland Milk Co. over WFBL, Syracuse.

Several weeks prior to the time for the program's renewal, while the client was debating whether new talent should be substituted, the "brother" half of the team fell from his bicycle and suffered a fractured skull.

The result was an avalanche of letters and cards from sympathetic listeners to cheer the youngster at a Syracuse hospital.

When the Netherland Milk Co. signed for its second year's sponsorship of *Mother's Morning Meeting* recently, the Netherland Twins got the call again by "popular request".

New CBS Rate Schedules

NEW rate cards, effective Oct. 1, have been issued for CBS owned and operated stations WABC, WBBM, WCCO, WBT and KMOX. Rates are higher for all stations. The one-time evening hour rate for WABC is up from $1,250 to $1,350; for WBBM, from $750 to $825; WCCO, from $475 to $252; WBT, from $300 to $350; KMOX, from $500 to $575. New rate cards for KNX, WJSV, WEEI and CBS New England and Pacific networks will be issued later, with rates for WAPI remaining unchanged, it was announced.

Music Master

WHEN *Doctor I. Q.* was aired recently from the Stanley Theatre in Pittsburgh the audience was in stitches because of a little accidental slapstick comedy. Lew Valentine, m.c. of the show on the NBC-Blue network, hadn't been told that control buttons were located under the "pulpit" where he placed his scripts. Lew banged the pulpit and the orchestra sank into the pit; he banged it again and the orchestra rose. Audience laughed so much that Lew kept the music makers going up and down all through the show. Mars Inc., the sponsor, said it made a good stunt.

New Chicago Accounts

RED GRANGE has started a Friday evening show on WGN, Chicago, titled *Football Gossip*, during which he discusses professional, college and highschool football strategy. Program will be sponsored for eight weeks ending Nov. 8 by Kinckley & Schmitt, Chicago (bottled water). Hirsch Clothing Co., Chicago, has started *Calling All Cars*, weekly half hour disc show and a daily spot announcement on WGN. The firm is also using six quarter-hours weekly on WJJD. Schwimmer & Scott, Chicago, handles the account.

16 year old
MATHEMATICAL
MARVEL
faster than a Machine
AVAILABLE FOR
Sponsorship
PRIZE PACKAGE PROGRAM
WITH THEATRE TIE-UPS!
Write for Details and Low Combination Cost
JIM WOODRUFF, Jr., Gen. Mgr.
Georgia Broadcasting System
WATL • WRBL • WGPC
ATLANTA COLUMBUS ALBANY
National Representatives
SEARS & AYER, INC.

WAR SEEN AS BOOM TO SPOT BUSINESS

THAT advertising, particularly in spot radio, newspapers and trade papers will boom as a result of the war in Europe, was predicted by L. D. H. Weld, research director for McCann-Erickson Inc., speaking before the New York Financial Advertisers at a luncheon Sept. 28 in the Lawyers Club. Pointing out the differences between the 1914 and 1939 situation, he said that France and England are not so dependent on this country, that South America should be a better market and that our industrial capacity is greater. Mr. Weld added:

"The net effect of these conditions should be a decided business improvement and a rise in export trade, with our exporters making a considerable dent in the South American markets recently enjoyed by the belligerent European countries. Our heavy industries will benefit more substantially than those producing for consumption, and they will not have to wait for months for the effects of war activity to be reflected in the business indices, as in 1914.

"The boom in advertising to be expected as a result of the war will not keep pace with the industrial boom, since the latter will be centered in the heavy industries which do not need advertising. Foreign travel advertising has and will continue to suffer seriously, of course, while home travel and resort advertising will benefit proportionately. Magazine and radio network advertising may suffer somewhat, since advertisers will shy away from long-term commitments, while newspaper, business paper and spot advertising volume stand to benefit."

NAB Lists Four Firms As Seeking Free Time

AMERICAN ROAD Builders Assn. was listed among four companies cited by the NAB Sept. 29 as seeking free time for commercial purposes, in violation of the NAB Code. Others named were Spool Cotton Co., B'rer Rabbit oMlasses and **Woman's** Magazine.

Dorland International Agency, on behalf of the product Poya, and Popular Music Instruction Co., offering a piano course, were listed as concerns seeking to place business on stations on a contingent basis in violation of code provisions. NAB also announced that Crowell-Collier Publishing Co. has agreed to waive mention of four magazines in its **Voice of Industry** programs which it proposes to have stations broadcast as part of a campaign to humanize industry and explain advertising to the public. The magazines had been mentioned in the closing announcement on the transcriptions.

Healthaids to Don Lee

HEALTHAIDS Inc., Jersey City, as a result of sales nicreases in recent months, on Sept. 23 added 39 Don Lee stations to the list now carrying thrice weekly news programs or half-hour talks by Victor Lindlahr, editor of the **Journal of Living**, in the interests of Serutan and VBEW tonic. Austin & Specter, is agency.

Pact Ratification In Mexico Awaited

ALTHOUGH disturbed over the failure of the Mexican Senate to ratify the North American Broadcasting Agreement, which is necessary before the projected reallocation of facilities on the North American continent can be effected, Federal radio officials have not despaired of hope for a favorable outcome.

While there have been no new formal advices to the State Department from the American Embassy in Mexico, it nevertheless was ascertained that treaty ratification is being actively sought by commercial broadcasters in Merico. The Mexican Senate convened Sept. 1 and though it had twice before failed to ratify the treaty, primarily because it would eliminate a half dozen so-called "border stations" operated by American interests, later developments appeared to change the complexion of the situation.

Outbreak of war in Europe, which had prompt repercussions in the Western Hemisphere, at first was ascribed as the reason for failure of the Senate to reconsider its action on the Havana Treaty, already ratified by the United States, Canada and Cuba. The newest proposal, supported by the Mexican Association of Broadcasters, was for ratification of the treaty without reservation, but with a supplementary provision permitting maintenance of clear channel status for several stations in the interior of the country.

Emilio Azcarraga, president of the Mexican Association and owner of XEW, Mexico City, is the leading proponent for ratification on such a basis. The other proposition, reluctantly agreed to by this country in principle, was for inclusion of reservations in the treaty whereby six channels earmarked for use of Mexican stations in the interior of the country temporarily would be assigned to the so-called border stations [BROADCASTING Sept. 1].

'National Song Search'

RADIO GUIDE, fan publication, has inaugurated a "National Song Search" to discover new authors and composers in cooperation with Davis & Schwegler Inc., tax-free music publishers of Los Angeles. The project ties into the NAB campaign to build an independent music supply and encourage new writers. Covering popular, semiclassical and sacred music, the plan embodies three separate contests, with $200 in cash offered to the winner of each. The next five writers selected will receive $10 in cash and the next six writers honorable mention certificates. Davis & Schwegler will handle the publication, recording and exploitation of the winning numbers.

Rights of Performers

INTERNATIONAL Labor Office, 734 Jackson Place, Washington, D. C., announces publication of a 128-page summary of the law and practice regarding the rights of performers in 18 countries, including the United States. Titled *Rights of Performers in Broadcasting Television and the Mechanical Reproduction of Sounds*, the book is available for 60 cents.

TIME-BUYER *eyes* STATION

(Yours, maybe)

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

BROADCASTING
Broadcast
Advertising

BROADCASTING *Blankets* TIME-BUYERS

General Foods in Southwest

GENERAL FOODS Corp., New York, currently sponsoring *Good News of 1939* on NBC for Maxwell House Coffee, on Oct. 23 will test a quarter-hour transcribed program *Angel of Mercy* thrice weekly on a group of stations in the Southwest. Station list has not been decided, according to Benton & Bowles, New York, agency in charge.

KHBC, Hilo, Hawaii, has applied to the FCC for authority to change its frequency from 1400 to 1200 kc.

Suit Dismissed

NEW YORK Supreme Court Justice Ernest L. Hammer on Sept. 25 dismissed one cause of action seeking $500,000 in the suit brought by Donald Besdine, insurance adviser, against Metropolitan Life Insurance Co., WOR, Newark, WNEW, New York, Leroy Lincoln and Edwin C. Hill. The first cause of action, claiming conspiracy to defame, was found to have no equity in court, but the second cause for libel, also seeking $500,000, remains to be tried.

PROFESSIONAL DIRECTORY

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Dedicated to the
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
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SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION
ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Miller Tape Device

MILLER Broadcasting System has developed portable equipment for recording out-of-the-studio programs on tape. Apparatus is a self-contained unit and enables the editing of programs before broadcasting. Firm plans to install the equipment at first in stations in 15 major markets. An exchange system is planned, by which programs of national importance may be shipped from station to station via air mail. This interchange of recorded news events will enable all Miller-equipped stations to present a daily news program of sound recordings of actual events in all parts of the country, it was stated, not unlike a movie newsreel.

Gordon Serial

GORDON BAKING Co., Detroit, on Oct. 2 starts a half-hour serial *One of the Finest* in the interests of Silvercup Bread on three NBC-Blue stations (WJZ, WWJ, WLS), Mondays and Thursdays, 7:30-8 p. m. (EST). More stations may be added later this fall. The program, written about the life of a police officer by Leighton Brill, will feature Colleen Ward, Hollywood ingenue with radio experience on the West Coast, in the leading feminine role, with Carleton Young, Josephine Hull and Alan Reed. Young & Rubicam, New York, is agency.

CONFERENCE HELD BY CBS ENGINEERS

THREE-DAY conference of CBS chief engineers was held in New York Sept. 27-29 for technical discussions and inspection of network facilities at the invitation of E. K. Cohan, CBS director of engineering. Edward Klauber, executive vice-president, gave a luncheon to the group Sept. 28, at which Mr. Cohan led a discussion on "Functions of a General Engineering Department".

A symposium on FCC regulations and a roundtable discussion of current operating problems were held Sept. 29.

A television tour and a visit to the World's Fair were made by the group, which included: L. H. Bowman, western division operations engineer, at KNX; F. M. Falknor, central division operations engineer, at WBBM; Henry Grossman, eastern division operations engineer, at WABC; J. L. Middlebrooks, CBS liaison engineer, New York; and chief engineers at M & O stations; P. K. Baldwin, WEEI; J. J. Beloungy, WBT; Clyde Hunt, WJSV; H. S. McCartney, WCCO; J. Tiffany, WKRC.

CKLW, Windsor-Detroit, has appointed Joseph Hershey McGillvra as national representative, replacing Radio Advertising Corp. in the Chicago area.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Time Salesman—star salesman becomes executive leaving excellent opportunity for man capable of further developing preferred account list in one of Ohio's largest cities. Careful consideration assured applicant furnishing factual information. Box A532, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A527, BROADCASTING.

Young man as announcer-continuity writer. Experienced, single, go anywhere. Recording. Box A529, BROADCASTING.

Experienced Radio Engineer now employed in major network station desires better opportunity. Box A522, BROADCASTING.

Announcer desires position with small station preferably in Midwest. Available immediately. Box A531, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A526, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A528, BROADCASTING.

Young staff announcer, vocalist, continuity writer with experience in a small station wants more advantageous position. College graduate. Recording and picture available. Box A537, BROADCASTING.

Commercial Manager, Salesman, years of experience, outstanding sales record, now employed, highest recommendations. Guaranteed to produce. Box A525, BROADCASTING.

Pioneer radio executive, 12 years experience every phase radio, all sections of country, presently employed, desires station managerial position, progressive market. References. Salary secondary. Box A524, BROADCASTING.

Sales Manager—Salesman. Employed sales manager of a local station desires change. Sales experience with NBC affiliate and 50,000 watt key station for CBS. Have excellent record and references. Box A533, BROADCASTING.

Situations Wanted (Cont'd.)

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A520, BROADCASTING.

Have had ten years successful radio station experience in sales management and general management. Have pulled three stations out of the "Red" into profits. Will submit complete record upon request. What have you to offer? Address Box A519, BROADCASTING.

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A521, BROADCASTING.

Local Station Owners—Am severing connections with a basic network acquired after eight years of valuable experience with local, regional and national outlets so that I can accept full management of small station. Will consider future partnership. Box A534, BROADCASTING.

Copywriter - Commercial Artist — capable servicing accounts and originating displays. Can "mike" woman's program, assist program director, do secretarial work and bookkeeping. Thoroughly experienced. Now employed. Desires change. Box A535, BROADCASTING.

Wanted to Buy

Educational Institution desires to purchase all or part interest in station in or near New York City or Philadelphia. Strictly confidential. Box A536, BROADCASTING.

For Sale

Substantial interest in new Columbia Regional station. Should earn well over 20%. Box A523, BROADCASTING.

Wanted to Lease

Want to lease small station or make investment. Box A530, BROADCASTING.

Fulltime Assured WDGY and WMAZ

WDGY, Minneapolis, and WMAZ, Macon, were assured of continued fulltime operation under special temporary authorization by virtue of action of the FCC Sept. 26. Their regular assignments are for limited time operation on the 1180 kc. "high-power regional" channel. The FCC instructed its Committee on Rules, comprising Case, chairman, Craven and Payne, to investigate the entire question of special temporary authorizations, in the light of the projected realignment of stations consistent with the Havana Treaty, now awaiting ratification by the Mexican Government.

WDGY first was granted authority to operate unlimited time on the frequency, to broadcast programs "in the public interest" as well as those of MBS, by Commissioner George H. Payne on June 15, in the face of adverse staff recommendations. The authorization had been extended from month to month until Commissioner Frederick I. Thompson last month denied such an extension. This action, however, was overruled by the full FCC which now has decided to study the question through the commitee.

WMAZ subsequently was authorized to operate fulltime on the channel. The dominant stations, under the regular authorization, are KEX, Portland, and KOB, Albuquerque. It is presumed also that the action opens the way for other stations, similarly situated on high-power regional or possibly clear channels, to seek similar special temporary authorizations.

In some quarters it is felt that action of this kind might lead to a possible breakdown of allocation fundamentals in radio, particularly in the light of the projected revision of assignments based on the Havana Treaty and on the new rules and regulations which became effective as of Aug. 1 as a corollary of the treaty.

Ingham Named President Of Educational Group

HAROLD G. INGHAM, of KFKU, University of Kansas station, has been elected president of the National Association of Educational Broadcasters, which at its recent meeting in Ames, Ia., elected the following other officers: M. Reid White, KWSC, University of Washington, vice-president; Frank E. Schooley, WILL, University of Illinois, executive secretary; W. I. Griffith, WOI, University of Iowa, treasurer. The executive committee comprises Carl Menzer, WSUI; M. S. Novick, WNYC; Harold A. Engel, WHA; Luke L. Robert, KOAC; M. C. Jensen, WCAL; Homer Heck, WNAD.

When the educational broadcasters met, it was reported to them that the reason the pioneer *Ohio School of the Air* had been discontinued this year was the lack of an appropriation by the State Legislature. The State of Wisconsin, it was also stated, was compelled to ask the FCC for a postponement of hearing on WHA's application for the clear channel facilities of WMAQ, Chicago, due to lack of funds.

WKRC Program Chief

WITH WKRC, Cincinnati, joining the Mutual Network Sept. 24, it was announced that Jack Edwards has been appointed production director, coming from the radio staff of the New York World's Fair where he held the title of director of states. He formerly was production chief of WLW, Cincinnati, and with NBC in New York. WKRC, though under option to be sold to the *Cincinnati Times-Star*, is still owned by CBS which on Sept. 24 dedicated the 50,000-watt WCKY as its new Cincinnati affiliate. FCC action on the proposed transfer of ownership is awaited.

Mr. Edmunds

Floyd Gibbons

FLOYD GIBBONS, 52, noted radio commentator and war correspondent, died Sept. 24 of heart disease at Cherry Valley, his farm near Stroudsburg, Pa. Mr. Gibbons, after a spectacular career covering such assignments as the Pancho Villa Mexican trouble in 1914 as correspondent for the *Chicago Tribune* and later the World War for the same newspaper, was planning to return to Europe to cover the present war for Hearst. In 1929, Mr. Gibbons started broadcasting on NBC as a news commentator for General Electric Co., his first sponsor. Before he left G-E two years later, he had done a year of daily newscasts for the then flourishing *Literary Digest* and an adventure series for Libby, Owen, Ford Co. Elgin Watch Co., Palmer House, Armour & Co. and Johns-Manville Co. also sponsored him on NBC. In the fall of 1936 he was first heard on CBS as commentator on the *Nash Speed Show* and from January to September, 1937, he did a CBS adventure series for Colgate-Palmolive-Peet Co. His last appearance before the mike was as guest on the *Lux Show* last Jan. 16.

First F-M in Canada

STROMBERG - CARLSON Telephone Mfg. Co. of Canada Ltd., Toronto, has received a license from the Canadian Government to erect an experimental Armstrong frequency modulation transmitter at Toronto. The frequency assigned is 43.2 mc., call letters VE9AE. First experimental transmitter now in course of construction will be limited to 10 watts. The company plans to start production of receivers in Canada. Stromberg-Carlson, operator of WHAM, Rochester, also has a construction permit for an F-M transmitter there.

What Station—

merchandises programs with billboards, movie trailers, taxicab tire covers, newspaper column, direct mail, studio window displays, dealer calls and other services?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Bowlers Resume

RETURN of the bowling season marked the resumption of activities of two notable station teams. The girls' bowling team of WICC, Bridgeport, Conn., U. S. national champs in 1937, will again comprise Alice D'Lugo, Florence LeBarr, Ann Casserly, Mildred Leonard and Christine Kirk, and Manager Joseph Lopez will broadcast their contests. The team of WRVA, Richmond, is already in the fourth week of its season in the Edgeworth League. It comprises Rudolph Raabe, captain, a station engineer; Walter Bishop, public relations director; Jeff Baker, announcer; Billy Crowder, clerk; Joe Mackey, receptionist.

Football in Minnesota

SHELL OIL Co. is sponsoring two football programs weekly over KSTP, St. Paul, and the Minnesota Network. One is a 15-minute program before Minnesota U. games with chatter by Halsey Hall and Bob Murphy. Thereafter the Minnesota games are carried sustaining under a rule invoked by the university. However, after the games, KSTP presents a full hour *Shell Weekend Football Party*, with Hall interviewing celebrities and with Murphy and John Rustad giving scores and highlights of the principal games of the day.

XELO in Court

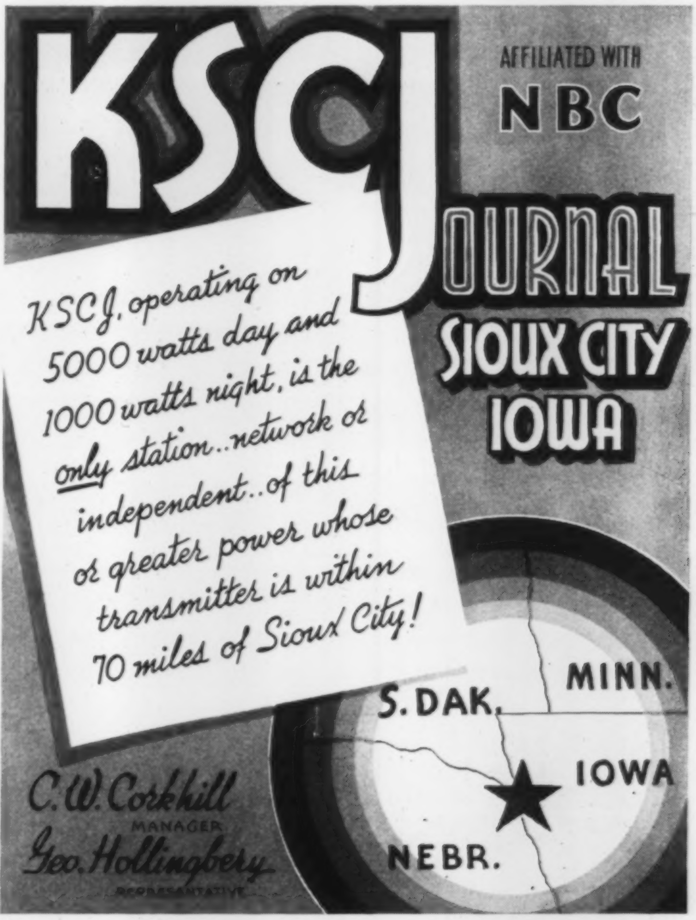
A FIGHT over possession of XELO, Tiajuana, Mexico, which threatened a gun battle between opposing forces seeking control of the station, centered in Los Angeles Federal Court in mid-September when Judge William P. James signed an order restraining the present operators from receiving mail at the San Diego (Cal.) postoffice. The restraining order was granted on petition of W. E. Branch, San Diego, president of the company, who claims the station was "hijacked" from him through a forged stock certificate. The Mexican courts ruled that Branch was entitled to possession of the station. G. M. Bres, Tiajuana, Branch's former partner, retained possession allegedly threatening to shoot anyone attempting to oust him.

MEMBERS of the Cincinnati Ad Club were entertained Sept. 27 at the weekly luncheon by WLW talent. James D. Shouse, Crosley vice-president, was host.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO


KSCJ
AFFILIATED WITH
NBC
JOURNAL
SIOUX CITY
IOWA
KSCJ, operating on 5000 watts day and 1000 watts night, is the only station..network or independent..of this or greater power whose transmitter is within 70 miles of Sioux City!
MINN.
S. DAK.
IOWA
NEBR.
C. W. Corkhill
MANAGER
Geo. Hollingbery
REPRESENTATIVE

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 16 TO SEPTEMBER 29, INCLUSIVE

Decisions . . .

SEPTEMBER 16

MISCELLANEOUS—KUMA, Yuma, Ariz., continued hearing to 11-15-39 on license revocation and applic. E. B. Sturdivant for new station; WMAZ, Macon, Ga., granted temp. auth. 1 kw unl. to 10-16-39; WDGY, Minneapolis, granted extension temp. auth. operate early evening hours to 10-14-39.

SEPTEMBER 19

WHEC, Rochester — Granted CP high-freq. 1 kw.

NEW, Bamberger, Bcstg. Service, New York—Same.

WMBC, Detroit—Granted mod. license to increase N to 250 w.

WJIM, Lansing, Mich.; WSAY, Rochester; KTEM, Temple, Tex.; WDAN, Danville, Ill.; WKAT, Miami Beach; KNOW, Austin; KRMC, Jamestown, N. D.; WIBM, Jackson, Mich.—Granted mod. licenses to 250 w N.

KGCA, Decorah, Ia.; KWLC, Decorah, Ia.; KLCN, Blytheville, Ark.; WCAM, Camden, N. J.—Granted temporary license renewals.

KGCA, Decorah, Ia.—Retired to closed files applic. use KWLC trans.

SEPTEMBER 20

WBBM, Chicago—Granted CP new trans.

WIBG, Glenside, Pa. — Granted license new equip.

KSAM, Huntsville, Tex.—Granted license increase D to 250 w.

WSKB, McComb, Miss.—Granted license 1200 kc 100 w D.

KCKN, Kansas City — Granted license new equip.

WEAU, Eau Claire, Wis.—Granted license increase D to 5 kw.

KTKC, Visalia, Cal. — Granted license change 1190 to 880 kc, 1 kw unl., directional N.

WEDC, Chicago — Granted license increase D to 250 w, add midnight to 6 a. m. hours.

KTBC, Austin, Tex.—Granted license 1120 kc 1 kw spec.

WHP, Harrisburg, Pa.—Granted license new equip., antenna, increase to 1-5 kw directional N.

SEPTEMBER 25

MISCELLANEOUS—KOB, Albuquerque, granted extension temp. auth. 10 kw N; KEX, Portland, Ore., granted extension temp. auth. 5 kw; KGCA, Decorah, Ia., granted extension temp. auth. remain silent, ending 10-20-39.

MISCELLANEOUS—NEW, Thomas J. Watson, Endicott, N. Y., denied motion withhold further consideration re Plattsburg Bcstg. Corp.; NEW, Radio Sales Corp., Seattle, canceled oral argument of 9-28-39, both parties having withdrawn requests, and ask that case be considered on the record.

SEPTEMBER 26

MISCELLANEOUS—King-Trendle Bcstg. Corp., Detroit, granted extension auth. transmit programs to CBS; MBS, Chicago, ganted extension transmit programs to Canada.

WMFF, Plattsburg, N. Y.; WJBK, Detroit; WJW, Akron; WPAD, Paducah, Ky. KGFW, Kearney, Neb.; KOME, Tulsa; WHDF, Calumet, Mich.; WBOW, Terre Haute; KVOL, Lafayette, La.; KGFF, Shawnee, Okla.; KVWC, Vernon, Tex.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.; KGLO, Mason City, La.—Granted mod. licenses N to 250 w.

KGGM, Albuquerque, N. M.; WDSU, New Orleans; WHBF, Rock Island; WHBI, Newark; WNEL, San Juan, P. R.; WNEW, New York; KFQD, Anchorage, Alaska; KGBU, Ketchikan, Alaska; WBHP, Huntsville, Ala.—Granted temporary renewals.

WCAP, Asbury Park, N. J.—Applic. renewal license set for hearing, granted temporary license because of WTNJ applic.

WESG, Ithaca, N. Y.—Reconsideration action setting for hearing renewal applic. and granted same.

SEPTEMBER 27

WMFF, Plattsburg, N. Y.—Oral argument set for 10-12-39.

WESG, Ithaca, N. Y.—Granted renewal license.

KFRO, Longview, Tex.—Granted in part request to apportion hours.

SEPTEMBER 28

MISCELLANEOUS—WELI, New Haven, granted license change freq., power; WCKY, Cincinnati, granted license increase 10 to 50 kw; WPRO, Providence, granted CP change equip.; KWBD, Plainview, Tex., granted mod. CP trans., studio sites, radiator; WMAN, Mansfield, O., granted mod. CP studio, trans. sites, radiator; WTNJ, Trenton, N. J., granted CP aux. trans.; WLTH, Brooklyn, granted CP move trans.; KUTA, Salt Lake City, granted CP change equip.; KTFI, Twin Falls, Id., granted CP new equip., WMGA, Moultrie, Ga., granted mod. CP trans., studio sites, radiator; KFXJ, Grand Junction, Col., granted license new equip.; WVFW, Brooklyn, WFMJ, Youngstown, WHBC, Canton, WGBR, Goldsboro, N. C., KRBA, Lufkin, Tex., WJNO, West Palm Beach, WWAE, Hammond, Ind., granted license for equip. changes.

SEPTEMBER 29

MISCELLANEOUS—WPRP, Ponce, P. R., granted amendment to applic.; KFNF, Council Bluffs, Ia., granted motion dismiss without prejudice applic. increase power; WDAE, Tampa, Fla., granted petition withdraw applic. without prejudice; NEW, C. T. Sherer Co., Worcester, Mass., denied petition reconsider and vacate order of 9-11-39 granting petition of Worcester Bcstg. Corp. to intervene, and that said petition be placed on motions calendar; NEW, Radio Voice of Springfield, Ohio, granted order take depositions; WSAU, Wasau, Wis., denied permission intervene applic. W. F. Huffman, Wisconsin Rapids; WBBR, Brooklyn, petition intervene hearing of Harold Thomas, Bridgeport, withdrawn; NEW, Harold Thomas, Bridgeport, granted leave amend applic. to 1420 kc, hearing set for 10-9-39 cancelled; NEW, Harold Thomas, Bridgeport, granted leave amend applic. to 1420 kc, hearing set for 10-9-39 cancelled; NEW, Hazlewood Inc., Orlando, Fla., granted continuance hearing; WBNY, Buffalo, and WSVS, Buffalo, granted motion that applic. WBNY, for mod. license be dismissed without prejudice, and hearing on WSVS renewal applic. cancelled.

Applications . . .

SEPTEMBER 19

WTNJ, Trenton—Mod. license to add 8-10 p. m., amended to unl., 1 kw D, facilties WCAM, WCAP.

WAAB, Boston—Mod. license increase aux. trans. to 1 kw N.

WDBJ, Roanoke, Va.—CP directional N, increase to 5 kw N & D.

WHBC, Canton, O.—License new equip., increase power, etc.

WPTF, Raleigh—CP increase 5 to 10 kw, unl. directional N, new trans., amended to 50 kw, move trans.

KXYZ, Houston—CP directional, new trans., change to 710 kc 10 kw.

NEW, Farnsworth Television & Radio Corp., Fort Wayne—CP video station, using aural equip. of W3XPF, Springfield, Pa., 1 kw

NEW, Zenith Radio Corp., Chicago—CP high-freq. 5 kw unl.

WCBS, Springfield, Ill.; KWBG, Hutchinson, Kan.; KFNU, Logan, Utah; KSAM, San Francisco; KOOS, Marshfield, Ore.—Mod. licenses to 250 w N & D.

KVFD, Fort Dodge, Ia.—Mod. CP new trans., studio site.

KLZ, Denver—CP increase to 5 kw N & D directional.

SEPTEMBER 23

WENY, Elmira, N. Y.—Mod. CP new station to 250 w N & D.

WSPR, Springfield, Mass.—Mod. license to 1240 kc 250-500 w unl., amended to request for CP, directional, asking 1240 kc 500 w unl, change name to WSPR Inc.

WTNK, Trenton, N. J.—CP reinstatement of station.

NEW, WCAU Bcstg. Co., Philadelphia—CP television 1 kw.

WMBC, Detroit—Auth. transfer control to John L. Booth.

WAPI, Birmingham—CP new trans., directional, change to 1070 kc 50 kw unl., amended to 1050 kc.

WTJS, Jackson, Tenn.—CP new trans., directional, change to 1360 kc 1 kw.

WISE, Asheville, N. C.—Mod. CP new station re trans., change name to Harold H. Thoms.

NEW, Wm. F. Huffman, Wisconsin Rapids—CP 580 kc 250 w unl., amended to 1310 kc 100-250 w, not directional.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl.

KHAS, Hastings, Neb.—Mod. CP new station re antenna, studio, trans., amended to 250 w N & D.

WEDC, Chicago; KTSW, Emporia, Kan.; KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WLNH, Laconia, N. H.—CPs 250 w N & D.

SEPTEMBER 28

WBRK, Pittsfield, Mass.; KWNO, Winona, Minn.—Mod. license increase to 250 w N & D.

WOKO, Albany, N. Y.—Extension facsimile.

WAVE, Louisville—CP increase 1 to 5 kw, new trans., antenna.

WFMJ, Youngstown, O.—Mod. license D to unl. 100 w.

WJHL, Johnson City, Tenn.—Vol. assign. license to WJHL Inc.

KLCN, Blytheville, Ark.—Vol. assign. license and permit to Fred O. Grimwood.

WDAY, Fargo, N. D.—CP increase to 5 kw N & D.

WJJD, Chicago—CP change 1130 kc 20 kw ltd. to 1040 kc 10-20 kw unl. directional N.

WKBB, Dubuque, Ia.—Mod. CP new antenna etc. to increase to 250 w N & D.

NEW, Star Printing Co., Miles City, Mont.—CP 1310 kc 250 w unl.

KHBC, Hilo, Hawaii—Mod. license to 1200 kc.

Facsimile in Dallas

FACSIMILE will be demonstrated in the Southwest Oct. 7 when WFAA will start to print radio editions of the *Dallas Morning News* daily through its facsimile station, W5XGR. WFAA will have a booth in the General Exhibits Bldg. at the Texas State Fair Oct. 7-22, with receiving units around the grounds. The scanner will be located at the State Fair booth, the facsimile broadcasts being piped to downtown Dallas via telephone lines, broadcast from the W5XGR transmitter.

WESTINGHOUSE RADIO STATIONS

MILLIVOLT WAGON, or roving radio laboratory, is this innovation of Westinghouse radio engineers. Provided with most modern equipment, it can measure the field intensities of all types of broadcast and experimental stations between 550 and 165,000 kc. It also measures noise to signal ratios at all frequencies and records graphically measurements of intensities, fading and similar data. First assignment is in the Springfield-Boston area making field measurements on experimental high-frequency stations W1XKB, W1XSN and W1XKA. Later assignments will include measurements of Westinghouse standard stations WBZ-WBZA, KYW, KDKA and WOWO-WGL.

Neutrality in Colombia

THE Colombian Government has ruled that all broadcast stations, in order to observe strict neutrality in programs by virtue of the war situation, may not broadcast in any language other than Spanish, according to advices received Sept. 25 by the Commerce Department from the American Commercial Attache, at Bogota. Stations broadcasting news reports, under the decree, must exercise care to see that such reports are held within the bounds of "strict impartiality." Amateur and experimental stations can only communicate in Spanish and are restricted in observations they may make. Transmission of messages in private codes was prohibited and all "clandestine" stations were ordered closed.

'Hams' Convicted

THE Federal District Court of Erie, Pa. on Sept. 28 convicted Egen Stickles and Howard W. Crandall, of Bradford, Pa. on charges of operating an unlicensed amateur station in violation of the Communications Act. Stickles also was convicted of operating the station without an operator's license. Both men plead guilty and were placed on probation for two years. They were required to pay trial costs. The case was prosecuted by the U. S. District Attorney in Erie on evidence supplied by Inspector Walter Davis of the field force of the FCC.

Bureau of Standards' Pitch

WWV, National Bureau of Standards transmitter at Beltsville, Md., has started continuous broadcasting of the standard for musical pitch, 440 cycles per second, for A above middle C, which may be heard on 5 mc. 24 hours a day, except for short periods when other Bureau programs are broadcast on that frequency. Call letters are announced every 10 minutes, both by voice and Morse code, on the station, whose other services include standard radio frequencies, standard time intervals in the form of pulses accurately spaced one second apart, standard audio frequency of 1,000 cycles per second, and bulletins on ionosphere and radio transmission conditions.

Sound Amplification

DESIGNED to cover the subject of sound amplification in a practical manner, *The Amplification & Distribution of Sound*, by A. E. Greenlees, provides a multitude of information required by those responsible for the specification, layout, and operation of sound-amplifying equipment [Sherwood Press, Cleveland, $4].

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind., has applied to the FCC for authority to operate the Farnsworth experimental television station, W3XPF, now at Springfield, Pa., in Ft. Wayne, using 66-72 mc. with 1 kw.

EASTERN AIRLINES shortly after the start of the war in Europe installed in all its planes battery-powered radio sets so that passengers might follow broadcasts covering the war news.

Iowa Group Buys KFNF, Shenandoah

ACQUISITION of another broadcasting station by the Iowa Broadcasting System interests, affiliated with the *Des Moines Register & Tribune*, was foreseen with the sale of 48.75% interest in KFNF, Shenandoah, Ia., to IBS Sept. 29 by Jesse L. Kaufman. The minority stock was purchased for an undisclosed sum on behalf of the Iowa group, which is understood to be negotiating with Henry Field for purchase of the remainder. The Iowa Broadcasting System owns or operates KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D.

Coincident with the sale it was learned that KFNF has withdrawn its application with the FCC for authority to move into Council Bluffs, Ia., across the river from Omaha. It will presumably be added to the IBS network, either remaining in Shenandoah or seeking later to move to another location. The station operates with 500 watts night and 1,000 day on 890 kc. and holds a construction permit for 1,000 and 5,000 watts.

Mr. Kaufman, veteran broadcaster who formerly was an executive of Hearst Radio and now manages and partly owns WFBM, Indianapolis, bought his minority interest from Mr. Field last February for $19,000, with an option to acquire the remaining interest if and when the station was moved into Council Bluffs. He installed M. H. Petersen as manager, but Mr. Petersen recently resigned.

Kiebert Quits FCC

MARTIN V. KIEBERT, veteran West Coast radio engineer, who formerly was FCC radio inspector at Seattle, has resigned from the FCC to enter into consulting practice with headquarters in San Francisco. For the last two years he has been stationed at the FCC in Washington. He expects to become affiliated with the consulting engineering firm of Jansky & Bailey, Washington, possibly handling West Coast matters.

DUNCAN COFFEE Co., Houston, on Oct. 2 starts a quarter-hour disc series *Beyond Reasonable Doubt* thrice weekly on seven Texas stations—KPRC WOAI WFAA KRIS WRGV KFYO KGNC—recorded by Associated Music Publishers.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 100-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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HYATTSVILLE, MARYLAND

New FCC Restriction on Intervention Brings Storm of Protest From Lawyers

AN INCIPIENT storm is brewing between lawyers practicing before the FCC and that agency over the rights of stations to intervene in hearings on new station applications or requests for improved facilities.

Springing from a new rule which became effective Aug. 1 on petitions for intervention, which heretofore have been granted virtually automatically, the FCC may soon deny a dozen intervention petitions on the ground that the stations are not complying with the requirements of the new rule. Heretofore, under the old rules, a station could intervene with a simple showing of interest. Now, the petition of the Commission's Law Department is that the station must actually show how it will contribute to the proceeding, rather than simply participate in the hearing on grounds of protecting the interests of their clients.

At the Motions Docket Sept. 29, about a dozen petitions for intervention were argued by counsel, on which rulings previously had been reserved by presiding commissioners. Announcement was made that the rulings would be handed down Oct. 2. The impression was gathered that the rulings would deny the interventions and touch off pyrotechnics. Unquestionably, if the denials result, the matter will be appealed to the full Commission by the legal fraternity.

Specific Points

Beyond the actual showing on the part of petitioners to intervene that they will assist the Commission by presenting substantive data, the Commission also is disposed to reject pro forma requests for enlargement of issues at these hearings. Unless the proposed intervenor can raise specific points not covered in the FCC's notice of hearing, it is evident it is inclined to deny such requests.

Presumably the attitude of certain commissioners, and possibly of the Law Department, is that the old liberal practice of permitting indiscriminate intervention results in prolonging hearings, in unnecessarily cluttering the records and in running up legal expenses for station participants. The theory is that the duty of contesting applications devolves upon the FCC and that intervenors should be in a position to help the FCC affirmatively rather than interpose routine objections.

Attorneys, on the other hand, have taken the position that the new procedure does not permit them to protect the interests of their clients, particularly in the light of recent court decisions establishing economic considerations as a salient factor in denial of new facilities to a given community. The economic issue was raised in a number of the intervention petitions, although in another group, in which the Clear Channel Group, NBC and CBS sought to intervene, the issue was that of protecting clear channels from further "breakdown". This latter situation grows out of the application of WHDH, Boston, for full time operation on the 830 kc. clear channel assigned to KOA, Denver.

The new rule governing intervention provides that such petitions must set forth the grounds, the position and interest of the petitioner in the proceeding, the facts on which he bases his claim that the intervention will be in the public interest, and other pertinent data. The FCC position apparently is that stations have no legal right to intervene unless they can assist the Commission affirmatively in serving the public interest in connection with the particular application. If the party is aggrieved, according to this viewpoint, he can appeal to the courts and his legal rights in that respect are in no wise impaired.

Moreover, this school of thought is that in pursuing the new procedure of tightening up on interventions and enlargement of the issue, the Commission would take cognizance of its duty to direct its own proceedings both as to the issues and the parties. It thereby would stop delegating of the function of contravening testimony of applicants to other stations.

New England Radio Plan

TO PROMOTE New England's industrial and recreational facilities, the New England Council, Boston, will start a national network program, spreading New England's fame, about Jan. 1, 1940, with Billy B. Van, former vaudevillian who now is the manufacturer of Pine Tree Soap, as star. Each broadcast will originate from a different New England city.

America's Finest

All that is best in Southern California revolves around The Town House . . . establishes it as "*America's Finest Hotel.*" Yet tariff is in keeping with today's economical trend . . . Home of the Famous Zebra Room.

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Chicago Stations Cater To Legion

Promotion Stunts a Feature; CBS Is Awarded Medal

SPECIAL events men of Chicago radio stations did an outstanding job of radio coverage when the 20th annual convention of the American Legion was held in Chicago, Sept. 24-28. Highlight of industry publicity was the presentation Sept. 27 of the Legion Auxiliary Award to CBS for its weekly half-hour program, *Americans All, Immigrants All.*

Jock L. Van Volkenburg, of WBBM, accepted the plaque on behalf of the network. The winning program was presented on CBS in cooperation with the National Educational Association. The Auxiliary Awards have been made by the Legion since 1935 and of the four CBS has won three for outstanding programming.

Working under the hazards of a high wind and a downpour of rain, network and local station special events men presented complete coverage of the Legion convention. As the rain let up in late morning of the parade Sept. 26, radio sound trucks scurried along Michigan Ave. to take their places beside the newsreel trucks and newspaper cameramen.

Slick at Ad Lib

Ken Fry, head of special events of NBC-Chicago, took over a pillar of the Michigan Ave. bridge and under a large NBC banner directed his crew in a series of broadcasts during the parade. Frank Schreiber, of WGN; Frank Rand and Charlie Logan, of WBBM-CBS; Al Hollander, of WJJD-WIND; Don Kelley, of WLS; Miles Reed, of WCFL —all were on hand with their crews remoting broadcasts throughout the day to the networks and local Chicago outlets.

From Sept. 25 through 28 no less than 45 special Legion broadcasts were aired by Chicago stations and 10 network shows originating in Chicago were given over to Legion promotion during the period. Radio men on the street had a field day, for the warriors and their wives proved to be glib and accomplished ad libbers. Many a special events announcer strained his vocabulary trying to describe the antics of the legionnaires and at the same time keep his descriptions in good taste.

Studio shows at the various Chicago stations were over-run by eager legionnaires who expressed great curiosity about radio. The NAB Curtain Raiser Week displays, particularly the large display of NBC in the Merchandise Mart, were viewed by hordes of warriors who evinced keen interest in radio and television. More than 5,000 members of the Legion jammed Chicago's Auditorium Theatre Sept. 23 to watch the WLS *National Barn Dance*, the show being moved from the Eighth Street Theatre to accommodate the crowd.

The serious meetings of the Legion council were broadcast by the networks and the local Chicago stations. Although no direct reference to radio was made in the speech of Stephen F. Chadwick, national commander of the Legion, the principles underlying the American system of broadcasting were soundly endorsed.

Book of FCC Rules, Regulations and Standards Available Now in Revised Second Printing

SECOND printing of the newly promulgated FCC Rules and Regulations and Standards Applicable to Broadcast Stations, published by BROADCASTING in a 72-page volume, contains recent revisions ordered by the FCC. Most important change was the amendment of Section 3.90 (a) (2) on page 35, column 1, relating to revision of the rule requiring listing of individual phonograph records on station logs which was ordered by the FCC Sept. 12.

Holders of the first edition can correct their volumes by deleting the words "together with the name and title of each" and adding the words "of the complete program." In revised form the rule now reads ". . . (2) An entry briefly describing each program broadcast, such as 'music', 'drama', 'speech', etc., together with the name or title thereof, and the sponsor's name with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as 'record', 'transcription', etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speakers shall be entered."

The rules book for the first time under one cover contains (1) the Rules Governing Standard Broadcast Stations; (2) Standards of Good Engineering Practice, with charts and graphs; (3) General Rules and Regulations pertaining to all classes of service; (4) Rules of Practice and Procedure. Copies of the second revised printing are now obtainable from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

FOURTH Annual Radio Award of the American Legion Auxiliary was presented in Chicago Sept. 27 to CBS for its program *Americans All, Immigrants All.* Jack L. Van Volkenburg, assistant to H. Leslie Atlass, vice-president of CBS-Chicago, accepted the silver plaque from Mrs. William Corwith, national radio chairman of the Legion Auxiliary. Plaque read: "To an outstanding program on the air which in some way contributes to the furtherance of American ideals."

Regal Shoe to Sponsor Pearson-Allen Program

FEATURING Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*, syndicated newspaper column, a new series under primary sponsorship of Regal Shoe Co., New York, begins over MBS Oct. 15 with the tentative time 6-6:30 p.m. (EST). More than a score of stations already have been aligned, it is reported, with the shoe account, new to network radio, to sponsor in certain cities. In other cities the program will be available for local sponsorship.

Arranged by Henry Souvaine, as agent and producer for Pearson and Allen as well as radio director of Cecil & Presbrey, New York, the program also will include Erno Rapee and a 30-piece orchestra. It will be called *American Merry-Go-Round* and the commentators will be spotted for seven minutes in the early part of the program, with a three-minute windup.

Late Personal Notes

HARRY C. BUTCHER, Washington vice-president of CBS has been commissioned a lieutenant commander in the U. S. Naval Reserve, assigned to communications. John Charles Daly, CBS-WJSV Washington announcer, who handles White House assignments, was commissioned a lieutenant, junior grade, in the reserve branch of Naval Intelligence.

LEN CRAMER, formerly of Allen B. Dumont Laboratories, Passaic, N. J., has been appointed sales manager of Wire Broadcasting Corp. of America, New York. Leo A. Pollock has left the public relations staff of the New York Wold's Fair to become director of public relations of Wire Broadcasting Corp.

WILLIAM B. CAMPBELL, formerly European manager of Press Wireless Inc., and formerly with RCA and Hearst Radio, has been elected director and executive vice-president of National Television Corp., which plans production of television receivers shortly.

STEWART DAWSON, of the production department of WBBM, Chicago, has been named acting program director to replace Robert N. Brown. Mr. Brown has gone to Hollywood to produce and direct the new *Gateway to Hollywood* series sponsored by the Wrigley Co.

PAT DOLAN, of the magazine division of the public relations department of CBS, New York, has been transferred to CBS-Chicago, where he will work in special events under the direction of Frank Rand, public relations head of WBBM-CBS, Chicago.

J. HARLEY HUBBARD, of the sales staff at KFDA, Amarillo, is the father of an 8-pound daughter, born Sept. 20.

MARK S. McCOY, FCC accountant, on Sept. 26 was appointed chief of the Field Offices Section of the Accounting Department, a post which has been vacant for more than a year.

JAMES LUNTZELL, formerly of the *Chicago Herald-American* news staff, has joined KDKA, Pittsburgh, as publicity director.

MELVIN DRAKE, salesman of KTUL, Tulsa, is the father of a baby boy, David Charles, born last month. Eddie Lyons, formerly with the Texas State Network, has joined the KTUL announcing staff.

NATE WILCOX, chief engineer of KTUL, Tulsa, on Sept. 24 became the father of a baby girl, Lindell Arlene.

JOHN GORDON, publicity director of Ruthrauff & Ryan, New York, on Sept. 29 left for Minneapolis to open a new program Oct. 2 for Bauer & Black, Chicago, on WCCO, Minneapolis. The program, *Quiz of Two Cities*, will be tested on WCCO for Blue Jay plasters and adhesives, Mondays, 6:30 to 7 p. m. (CST).

HARRY CARLSON, production manager of WOR, Newark, becomes a member of the station's announcing staff Oct. 1 upon his own request. John Hayes becomes production manager, with Charles Goodwin assuming the post of assistant production manager. Goodwin's position as head of the Newark studios will be taken over by Arthur Whiteside of the announcing staff.

ALEXANDER KROLIK formerly of J. Walter Thompson Co., New York, has joined the copy department of Wm. Esty & Co., New York.

BERNARD HERMANN, CBS conductor-composer and musical director of the *Campbell Playhouse* on CBS, in Oct. marries Lucille Fletcher of the magazine division of the CBS publicity department in New York. The couple will leave for a three months stay in Hollywood, where Mr. Hermann will handle the music for the Orson Welles-RKO motion picture, "Heart of Darkness."

A. MACGILLIVRAY, assistant controller of RCA Mfg. Co., for the last year, has been elected controller. He joined RCA in 1930.

STERLING W. WRIGHT, formerly with WOL, Washington, has been named program director of WCOS, Columbia, S. C.

GRANVILLE KLINK Jr., engineer of WJSV, Washington, is the father of a baby boy, Granville III, born recently.

DON HART, recently of WJJD, Chicago, has joined WMFF, Plattsburg, N. Y., as news commentator.

PRESCOTT (Peck) ROBINSON, news announcer at CFCF, Montreal, married Miss Lillian Dorothy King at Montreal on Sept. 30.

BERNARD MATTESON, copyright expert of WLW-WSAI, Cincinnati, recently married Martha Richards, local department store buyer.

MICHAEL HINN, announcer of WLW, Cincinnati, has been transferred to the news staff.

EMMONS CARLSON, sales promotion manager of NBC-Chicago, was honored by the Direct Mail Advertising Assn. at its New York meeting Sept. 28. Mr. Carlson was awarded a scroll for his recent campaign for WMAQ and WENR.

MILT BLINK, head of the Chicago office of Standard Radio, has returned to his desk following a tonsilectomy.

RICHARD T. RONEY, formerly of the Chicago Elevated Advertising Co., has joined Vanderbie & Rubens Inc., Chicago, as an account executive.

HAROLD HOUGH, manager of WBAP-KGKO, Fort Worth, an old-time announcer known as "The Hired Hand," turns announcer again Oct. 1 to help Bob Calen describe the annual rodeo of the Texas State Prison System at Huntsville.

AL BARKER and William Hodapp, free lance radio writers, have joined the continuity department of NBC-Chicago.

JOHN SAMPLE, formerly of local and national spot sales of NBC-Chicago, has joined the radio department of Blackett - Sample - Hummere Inc., Chicago.

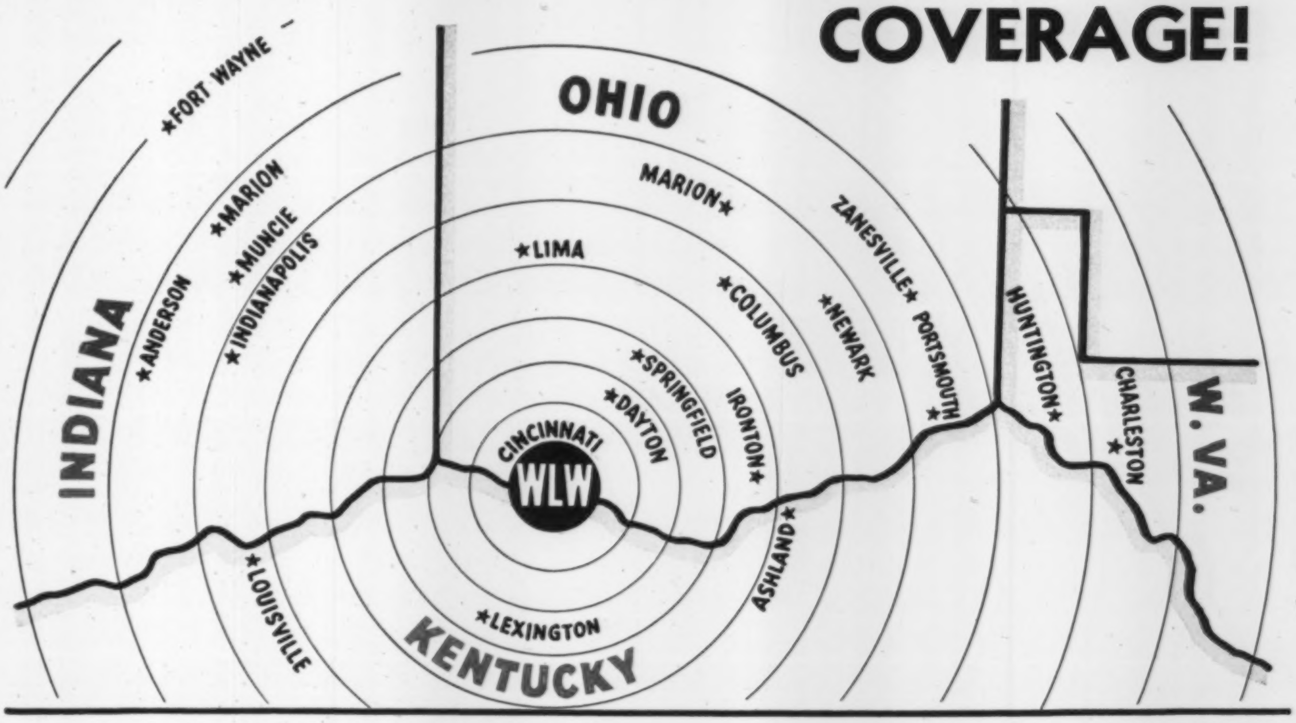
SID N. STROTZ, manager of NBC-Chicago, will address the opening session of the Chicago Federated Advertising Club Oct. 11 on "Radio Advertising."

BOB NASH, former spots announcer of WHBC, Canton, O., has joined WKRC, Cincinnati, as sports announcer.

159,299 Calls in 20 Markets

To Assure You

"MERCHANDISE-ABLE" COVERAGE!


FORT WAYNE
MARION
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INDIANAPOLIS
ANDERSON
INDIANA
OHIO
MARION
LIMA
ZANESVILLE
COLUMBUS
NEWARK
PORTSMOUTH
HUNTINGTON
SPRINGFIELD
DAYTON
IRONTON
CHARLESTON
W. VA.
CINCINNATI
WLW
ASHLAND
LOUISVILLE
LEXINGTON
KENTUCKY

WLW's Nighttime Half Millivolt 50% Contour extends over approximately half the entire United States. Yet, that fact alone may guarantee little in actual "circulation", because it tells you little or nothing about the listening habits of the people living in the metropolitan areas who conceivably do hear the WLW signal.

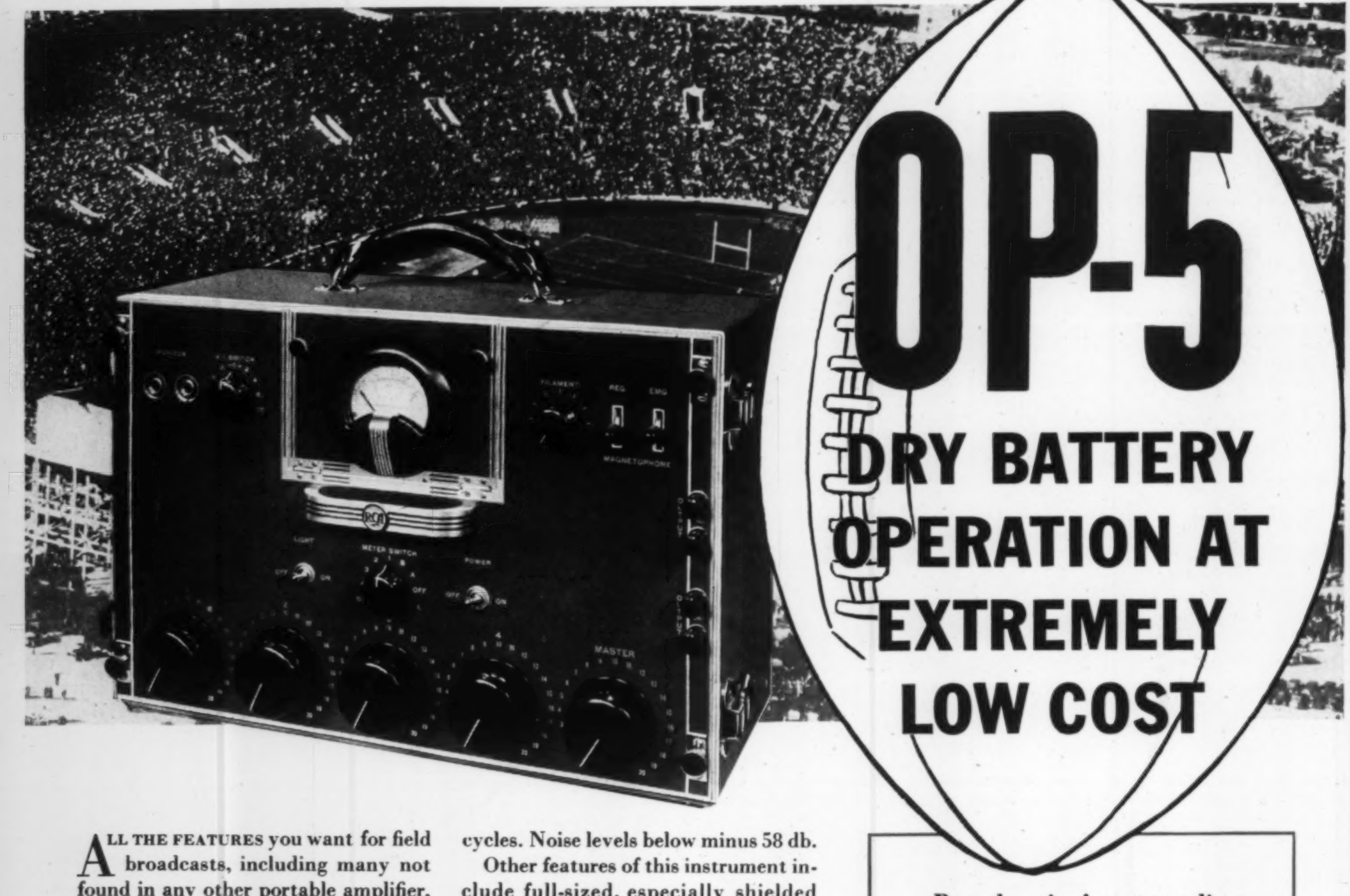
Facts which we believe to be of even greater interest to advertisers than that our signal may be heard in the remote corners of the United States, are those revealed in the recent 20 Market Surveys conducted by the Ross Federal Research Corporation and the Alberta Burke Research Company—namely, that an average of 41.2% of those listening to their radios in the 20 markets studied were tuned to WLW, while the audience tuned to the next dominant stations averaged only 29.3%. Facts that conclusively divorce WLW's known circulation from the doubtful category of abstract potentialities—submitted in the form of unbiased, factual data upon which successful sales plans may be based.

WLW . . .

For detailed information concerning the markets studied, and breakdown of the facts revealed, please write or 'phone Transamerican Broadcasting & Television Corporation, or

***The Nation's Most* "MERCHANDISE-ABLE" STATION**

RCA PORTABLE FIELD AMPLIFIER



All the features you want for field broadcasts, including many not found in any other portable amplifier, are available in the RCA OP-5 Battery Operated Portable Amplifier. Scarcely larger than a good-sized brief case, it is easy to carry through taxi doors or to inaccessible locations. And, the operating cost for batteries per program is very little.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from football game to symphony concert. Frequency response is uniform within plus or minus 1 db (30 to 10,000 cycles), distortion below 1%, from 50 to 7,000 cycles. Noise levels below minus 58 db.

Other features of this instrument include full-sized, especially shielded transformers; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors; its attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Any outside pick-up worthy of time on your station deserves the insurance of the certain low cost performance of the RCA OP-5. For further details write to the nearest district office.

There is an RCA Tube for every purpose in broadcasting

Broadcasting's outstanding field amplifier because:

1. Certain operation—no failure of power supply through accidental operation of switches, blowing of fuses, etc.
2. Low cost operation—because of new low drain tubes the enclosed dry batteries cost less.
3. High quality reproduction—low distortion over the entire audio band at normal output. Flat frequency response.
4. Maximum flexibility—four high grade step by step mixers, improved knobs, emergency line and magneto set transfer keys.
5. Complete metering—illuminated VI meter calibrated in DB's or VU's (OP-5X) also measures A voltage, B voltage and plate current of all four tubes.
6. Light weight—37 lbs. with all batteries in the same case with the amplifiers. Eliminates possibility of defective battery cables.
7. Complete servicing accessibility—Hinged chassis permits convenient and quick accessibility to every part.
8. Sturdy construction—Strongly built duralumin case and mountings are designed to withstand years of service.

RCA *Broadcast Equipment*

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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